

# SFI Media Futures

# Annual Report 2025



Media  
Futures ●



Norwegian Centre  
for Research-based  
Innovation

# PARTNERS



Host



# GREETINGS FROM THE CENTRE DIRECTOR

MEDIA. AI. RESPONSIBILITY. MORE URGENT THAN EVER

2025 has been a year of important milestones for SFI MediaFutures, and one we can look back on with real pride. After four years of building our team, establishing research agendas, and deepening industry partnerships, this year gave us the opportunity to reflect on what we have achieved and sharpen our direction for the years ahead.

The most significant moment was the conclusion of our NFR Midway Evaluation. Assessed by an international expert committee appointed by the Research Council of Norway, MediaFutures was confirmed to continue as a centre for research-driven innovation through September 2028. The committee's assessment was encouraging, but what mattered most to us was what came after. We took the feedback seriously, initiated a collective process of reflection across the centre, and used it as an opportunity to sharpen our direction. The result was a renewed innovation framework, the Responsible and Dynamic Model of Innovation, that puts ethical reflection, societal relevance, and inclusive collaboration at the heart of how we work.

We also grew. Two new partners, Factiverse and DN Media Group, joined our consortium, bringing fresh perspectives and strengthening our connections to the Norwegian media landscape. Our Annual Meeting in November drew over 140 participants, a new record, and a reminder of the community that has formed around the questions we are asking.

MediaFutures was created to generate substantial innovation and value creation for the Norwegian news and media-tech industry, and to empower our partners to address global, industrial, and democratic challenges through long-term research into responsible media AI. The stakes are real. The World Economic Forum's Global Risks Report 2025 ranked misinformation and disinformation as the single most severe short-term global risk, deeply interconnected with societal polarization, online harms, and the adverse outcomes of AI technologies. This is the landscape MediaFutures operates in, and it is why the work we do matters well beyond the media industry itself.

AI adoption across newsrooms is accelerating, agentic systems are beginning to reshape editorial workflows, and new business models around intelligent content production and distribution are taking shape. Much remains uncertain.



But that uncertainty is exactly where a centre like MediaFutures is needed most: as an experimental space where researchers, industry partners, and innovators collaborate to explore, test, and shape what responsible media AI innovation looks like in practice. Empowering editors and safeguarding democracy in the digital public sphere remains our north star.

We enter the second half of our journey with confidence, with gratitude to everyone who has been part of this work, and with a clear sense of what we are here to do: to drive responsible media AI innovation that empowers editors, strengthens media trust, and helps safeguard democracy in an increasingly complex digital world.

**Prof. Christoph Trattner, Centre Director, SFI MediaFutures**

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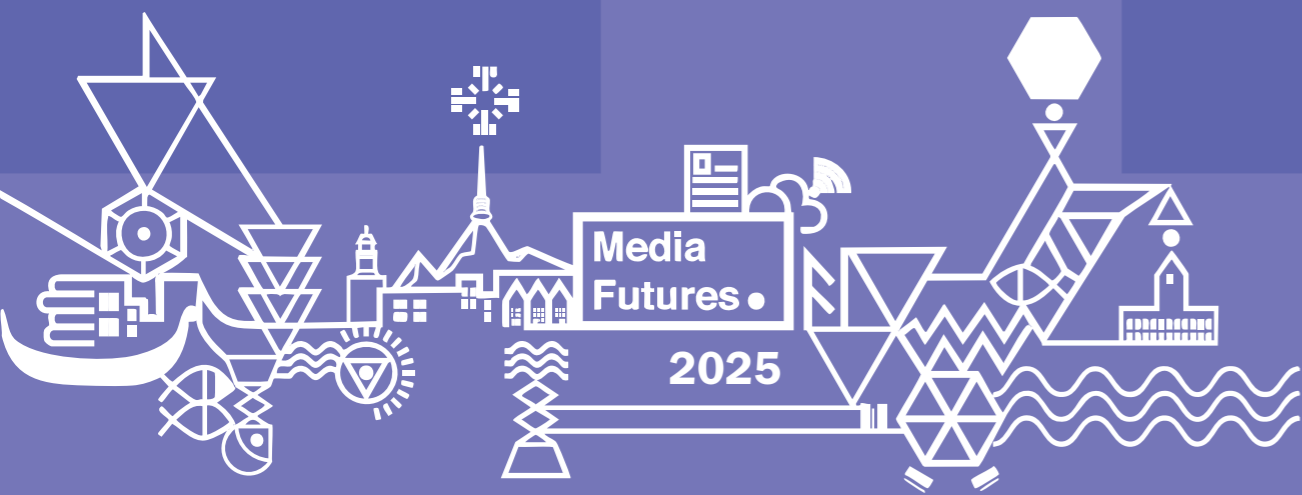
## Staff

- 72 New Staff
- 77 Publications 2025

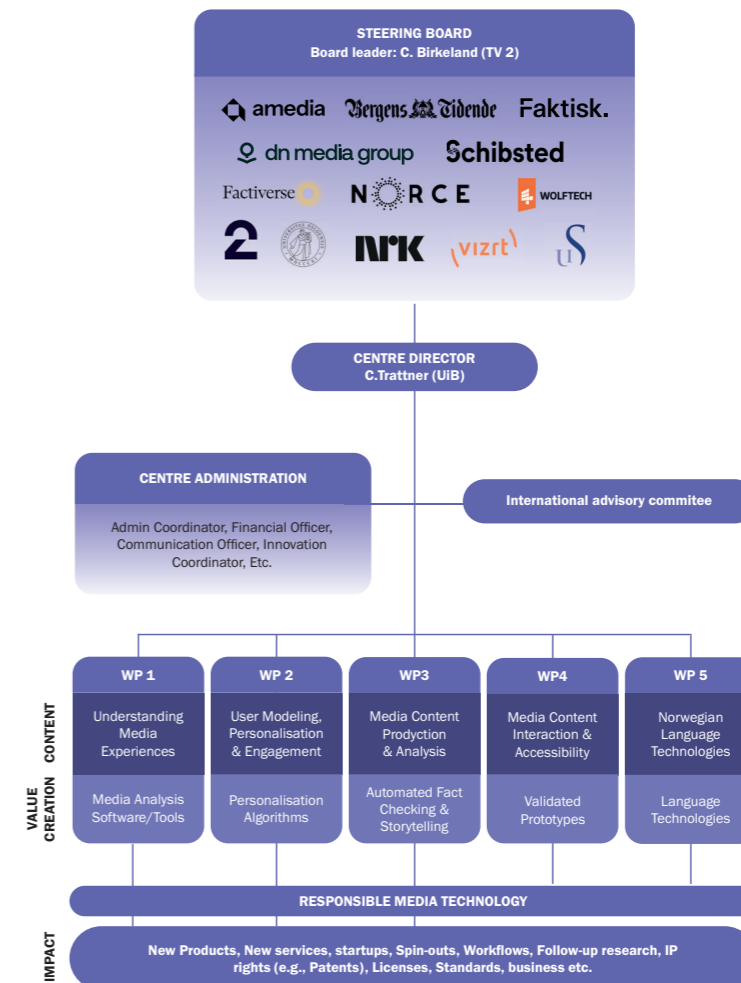
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## Accounts

# CENTRE ORGANIZATION



## STEERING BOARD



# WORK PACKAGES

## Understanding Media Experience

We are media scholars and analysts interested in the role of media in democracy and in the impact of new technologies on user experience, trust, and attitudes.

Our objective is to provide fundamental knowledge on how users will interact with and trust in media of the future, by monitoring and understanding users across media through advanced qualitative and quantitative approaches.

In 2025, we continued with the Datadonor project, celebrated John Magnus R. Dahl's book launch and our PhD Candidate Marianne Borchgrevink-Brækhus found out that metrics of media use such as the 5-second exit rule might be flawed. She defended her thesis successfully in December 2025.



WP leader: Erik Knudsen, UiB



Industry Leader: Kristian Tolonen (NRK)

## User Modeling, Personalisation & Engagement

In this work package, we deal with responsible recommender systems which enhance media experiences while ensuring transparency, fairness and diversity. Our aim is to mitigate issues like filter bubbles and echo chambers while addressing biases to improve existing models and tools.

In 2025, Work Packages 1 and 2 have decided to merge", reflecting that user modeling and personalisation must build on deep understanding of media experience.



WP leader: Mehdi Elahi, UiB



Industry leader: Snorre Alvsvåg (TV2)



WP-co-leader: Christoph Trattner, UiB

## Media Content Production & Analysis

In this work package, we produce novel tools for computational journalism to produce quality content that is engaging, trustworthy and verified. Central research questions are: How can we computationally produce high-quality journalism content effectively? How can we computationally produce high-quality content effectively?

In 2025 the focus was on collaboration with SUJO on Demokratibasen and with Amedia to provide functional video clipping and video summaries with AI.



WP leader: Bjørnar Tessem (- Aug), UiB



WP leader: Andreas L. Opdahl (Aug-), UiB



Co-leader: Fazle Rabbi, UiB

## Media Content Interaction & Accessibility

In this work package, we use sensor technology and personal devices to increase engagement and collaboration. The conducted research covers the the topics of responsive UIs, adaptive streaming, content adaptation and multi-device adaption.

This year, we collaborated with TV2 and Vizrt on improving the interaction with hardware and software for TV producers, as well as the integration of AI in multimodal streaming. Our key output was the AIModerator prototype and State-driven Layering developed with TV2, Vizrt and NORCE. Layering developed with TV2, Vizrt and NORCE.



WP leader: Assia Belbachir (NORCE)



Co-leader: Morten Fjeld, UiB

## Norwegian Language Technologies

Language technologies are the core of the work package as it aims to provide datasets and models for Norwegian which supports automated understanding as well as automated production of media texts in this language. With the rapid development of the field and uptake of large language models (LLMs), the work package included new tasks related to benchmarking and alignment of LLMs. In 2025, We made progress on responsible NLP for the media industry, and the UiO team organised a shared task on preference prediction (ELOQUENT).



WP leader: Lijia Øvrelid, UiO



Co-leader: Samia Touileb, UiB



Industry Lead: Lubos Steskal (TV2)

# OUR VALUES & VISION

ADVANCING RESPONSIBLE AI AND MEDIA TECHNOLOGY TO TRANSFORM THE FUTURE OF JOURNALISM

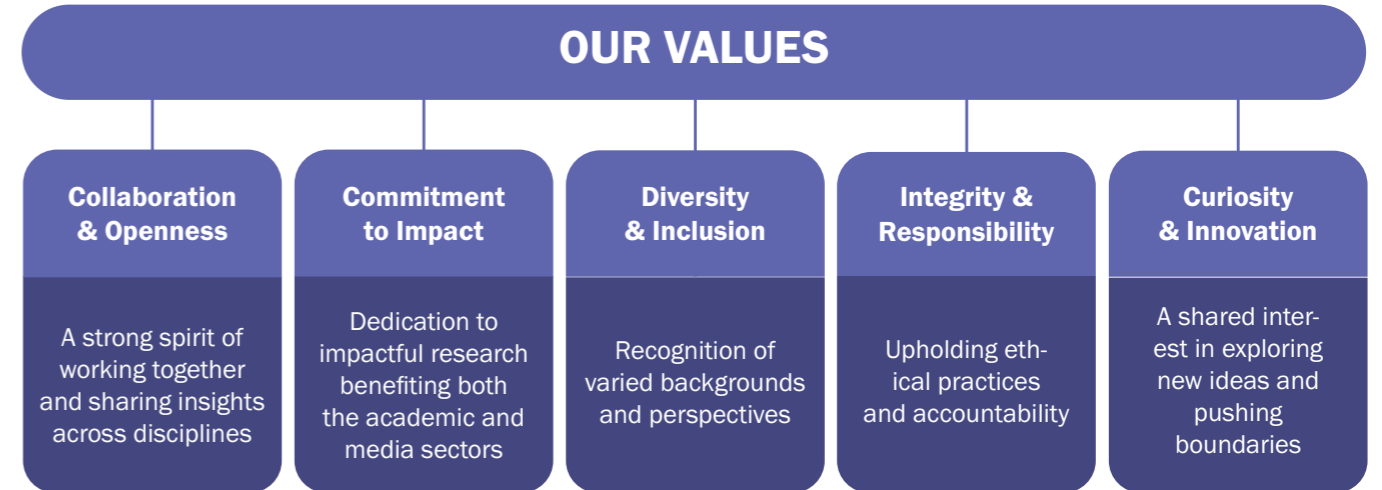


From l.r.: Tobias J. Wessel, Anne Nielsen, Prof. Dr. Christoph Trattner, Dr. Christopher Senf, Janina Wildermuth, Yelyzaveta Lysov, Mapalo Kayeyi.

## Centre Administration

The administration consists of the Centre Leader, the Administration Coordinator, Project Economist, Innovation Coordinator, Communication Officer and Research Assistants. The group is responsible for running the centre.

## OUR VALUES



### The Future of Media Technology and AI

Technological innovation has significantly transformed the media industry in the past two decades, creating both opportunities and challenges. We at MediaFutures keep an eye on these dynamics through our research in responsible media technology.

We focus on identifying research gaps, improving existing technologies, and ensuring responsible editorial practices. Through our dedicated efforts, we aspire to make a significant impact on society and shape a media industry that is resilient and adaptive to the needs of the future. In the papers linked below we write about our thoughts on the future of media and AI.

### Our Vision

At MediaFutures, responsible media technology represents our commitment to maximizing benefits for both news organizations and society while minimizing potential negative impacts. Acknowledging the pivotal role of artificial intelligence technologies and machine learning in shaping the media's future, our primary focus centres on comprehending their influence on the industry and society. MediaFutures' mission is to spearhead responsible media technology that not only responds to current challenges but also shapes the future of the media landscape.



MediaFutures Overall Vision Paper



User Modelling, Personalization & Engagement: Vision Paper



Media Content, Production and Analysis: Vision Paper



A shared interest in exploring new ideas and pushing boundaries

# NEW PARTNERSHIPS

## DN MEDIA GROUP AND FACTIVERSE JOIN FORCES WITH SFI MEDIAFUTURES

SFI MediaFutures is proud to welcome DN Media Group and Factiveverse as new consortium partners in 2025. Both bring valuable expertise and a strong commitment to advancing responsible and innovative media technology.

DN Media Group is a leading international media company known for its focus on quality journalism and data-driven innovation. As a partner in MediaFutures, DN Media Group will contribute to ongoing research in key areas such as personalisation, recommender systems, fake news detection, and the use of language models in newsrooms.

*“We see a strong alignment between our strategic goals and MediaFutures’ research focus, especially in building AI-driven tools for verified and personalised content, and in strengthening trust in digital media.”*

– Marianne Gade Gørbitz, Chief Product and Technology Officer, DN Media Group.

The company will provide personnel, tools, and access to technology for testing and benchmarking, and will actively support the consortium’s broader research agenda. Factiveverse also plans to contribute to programmes and events on media literacy, journalism, AI, and ethics.

*“As the Center Director of MediaFutures, I’m delighted to welcome DN Media Group and Factiveverse into our consortium. Their extensive experience in journalism, innovative technology, and commitment to ethical standards will significantly enrich our research capabilities. Together, we will strengthen our collective efforts to create reliable and responsible AI-driven media solutions, reinforcing public trust and supporting democratic values in the digital age.”*

– Professor Dr. Christoph Trattner, Director, SFI MediaFutures



Factiveverse, a fast-growing Norwegian start-up, develops AI-powered fact-checking tools tailored for media and finance. Their work focuses on ensuring fast, automated verification of information to support editorial teams and improve content reliability. In MediaFutures, Factiveverse will collaborate on media content analysis, automated fact-checking, and the development of new tools for trustworthy media production.

*“From exchanging ideas, contributing to research or testing new tools in real environments, Factiveverse is excited to join SFI MediaFutures. Uniting industry leaders in the Nordics is crucial to build impactful and trustworthy technologies that create real value.”*

– Gaute Kokkvoll, Head of Product, Factiveverse.

DN Media Group has been represented in MediaFutures from September 2025 by Marianne Gade Gørbitz (Chief Product and Technology Officer), Magnus Aabech (Head of Editorial Development), and Igor Pipkin (Head of Data & Insights).

Factiveverse has been represented by Vinay Setty (CTO), Gaute Kokkvoll (Head of Product), and Erik Martin (Backend Developer) since June.

SFI MediaFutures now has a total of 15 partner organizations, ranging from major broadcasters and leading media companies to promising startups. We look forward to exciting collaborations ahead! ●



Dr. Christopher Senf (Innovation Coordinator, MediaFutures), Christian Birkeland (TV2 & Chairman of the MediaFutures Steering Board), Marianne Gade Gørbitz (Chief Product & Technology Officer, DN Media Group), Gaute Kokkvoll (Head of Product, Factiveverse), and Prof. Dr. Christoph Trattner (Director, MediaFutures).

# FROM VALIDATION TO ACTION

## HOW THE NFR MIDWAY EVALUATION SHAPED SFI MEDIAFUTURES' NEXT CHAPTER

In March 2025, SFI MediaFutures received confirmation from the Research Council of Norway that we will continue as a centre for research-driven innovation through September 2028. The verdict from the external expert committee – chaired by Prof. Harro van Lente (Maastricht University), and comprising Prof. María José Martín Bautista (Universidad de Granada) and Prof. Claes de Vreese (University of Amsterdam) – was unambiguous: MediaFutures has grown into a leading research-based innovation centre, definitively in Norway but also internationally, in the field of AI, media, and journalism.

### Taking Feedback Seriously

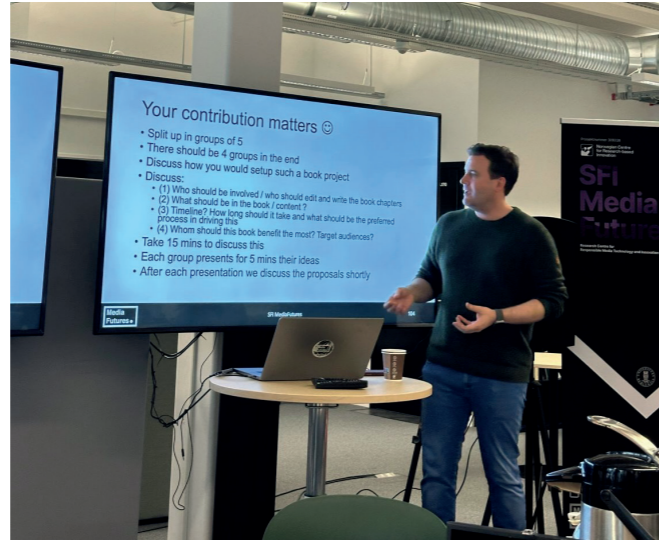
But for us, the evaluation was never just about passing. It was an opportunity to hear critical, constructive feedback from peers who understand what ambitious research centres are capable of, and to take that seriously. The committee identified three areas where we could go further:

1. Deeper integration across our five work packages, and a more critical lens on media's role in democratic society.
2. Greater international visibility, drawing on our Norwegian experience to reach wider audiences and secure additional funding.
3. A concrete plan for the centre's future beyond the RCN funding period.

We took all three to heart.

### Responsible Innovation Across the Centre

On deepening our research integration, we organised a full-day community workshop in March 2025 centred on the theme of Responsible Innovation. The workshop brought the entire MediaFutures team together to interrogate how our five work packages connect, and where their insights can reinforce each other. In small group discussions, researchers reflected on the societal needs their work addresses, the potential negative as well as positive impacts of the tools and systems we develop, and what new directions the centre should pursue to stay responsive to pressing challenges. The exercise was as much diagnostic as generative: it surfaced tensions, identified blind spots, and produced a clearer shared vision for responsible innovation at MediaFutures; one that takes seriously the ambivalent role of media technology in democratic society, not just its promise. This process led to a tangible outcome: the adoption of a new centre-wide framework now known as the Responsible and Dynamic Model of Innovation (see more on page 19).



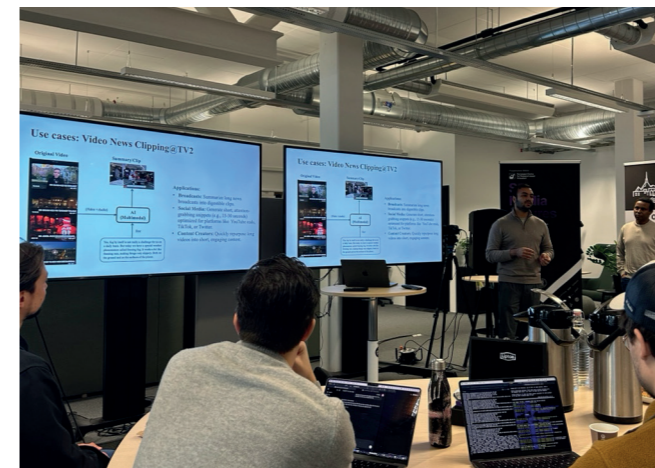
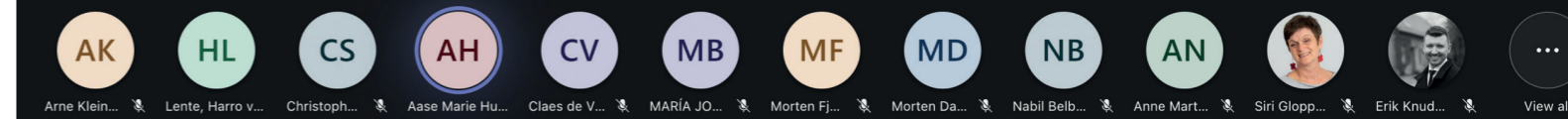
### A New International Advisory Board

On international visibility, we established a new International Advisory Board in 2025, appointed until December 2026 and drawn from high-profile European institutions. Its members – Natali Helberger (University of Amsterdam), Jatin Aythora (BBC), Alexandre Rouxel (European Broadcasting Union), and Sofie Hvitved (Copenhagen Institute for Futures Studies) – bring together academic expertise, public media experience, and futures thinking. Their role is to challenge our assumptions, strengthen our international networks, and help ensure that the insights emerging from our Norwegian context contribute meaningfully to broader European and global conversations about AI, media, and responsible innovation.

### Planning for the Future

On sustaining the centre beyond 2028, the Steering Board has mandated our Centre Director to lead an active process of exploration and dialogue. This means structured conversations with our department, faculty, and university leadership at UiB, as well as with industry stakeholders, funders, and the Research Council of Norway itself. The question of what MediaFutures should become after its eight-year funding period is one we are taking seriously – and approaching with the same spirit of openness and ambition that has defined the centre from the start.

The midway evaluation marked the halfway point of our eight-year journey. What it confirmed, and what the months since have reinforced, is that the most important work still lies ahead ●



## Key Performance Indicators (KPIs)

## Basic Facts



**275 MILLION NOK  
TOTAL BUDGET**

# MEDIAFUTURES IN NUMBERS

## 14 International Partners

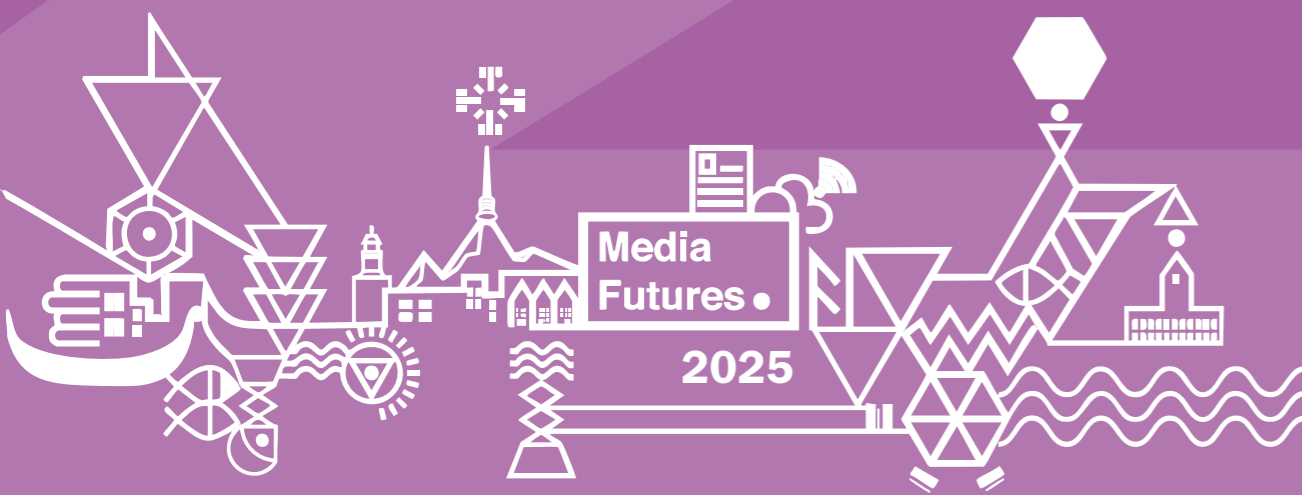
Yale University, USA  
Cornell Tech, USA  
Northwestern University, USA  
Northeastern University, USA  
BBC, UK  
The Open University, UK  
University of Amsterdam, Netherlands  
Vrije Universiteit, Netherlands  
Copenhagen Institute for Future Studies, Denmark  
EBU Broadcasting Union, Switzerland  
University of Regensburg, Germany  
Universität Klagenfurt, Austria  
University of Gothenburg, Sweden  
Università degli Studi di Bari Aldo Moro, Italy

**100+**  
Employees

**5**  
Work Packages

## 15 Consortium Partners

TV2  
Amedia  
Schibsted  
DN Media Group  
NRK  
BT  
Vizrt  
Facterse  
WolfTech  
Faktisk  
Nasjonalbiblioteket  
Norce  
UiB  
UiO  
UIS



# PERSONALIZING NEWS HEADLINES WITH USER HISTORY

## USING RETRIEVAL-AUGMENTED GENERATION TO CREATE PERSONALIZED NEWS HEADLINES

As online news consumption grows, so does the need for headlines that match each reader's interests. Traditional personalization systems often rely on simple user profiles or click histories, which can miss the nuances of what users actually prefer. A research team from UiB, TV 2, and UiO with Jiajing Wan, Samia Touileb, Lubos Štěskal, and Lilja Øvrelid, set out to investigate a more advanced solution: using Retrieval-Augmented Generation (RAG) to create news headlines that adapt to individual users' tastes.

Their goal: Can large language models generate better, more personalized headlines by incorporating each user's reading history?

The researchers proposed a RAG-based system that not only retrieves relevant articles from a user's reading history but also integrates them into the headline-generation process. This approach aims to shape the tone, style, and focus of the generated headline so it matches the user's previous preferences.

Their experiments showed an important insight: For personalized headlines to truly match user interests, the retrieved user records used as references must meet three criteria at the same time:

1. Enough quantity: enough user records must be retrieved to give the model a meaningful representation of user interests.
2. High relevance: the retrieved items must be closely related to the new article. Topical diversity: the user history needs to include a variety of topics, not only similar ones.
3. These three factors combined allow the model to generate headlines that are both accurate and tailored to the user.

### How Personalized Headline Generation Works

The model is used to generate a unified rhetorical style, or to incorporate user records to make customized personalization of news headline generation. The system retrieves specific items from the user's past reading behavior and incorporates them directly into the prompt for the language model. This lets the model adjust to the unique needs of each new article.

The team explored two types of retrievers: a BM25 retriever, which performs lexical matching between the candidate article and the user's records, and a dense retriever, which captures semantic similarity based on embeddings. After retrieval, all items are re-ranked by relevance, and the top k items (between 1 and 11) are added to the model prompt as a flexible user representation. This combined prompt is then fed to a large language model, which generates the personalized headline.

### What They Found

A key finding was that performance improves as more user records are added, but only up to a point. Among the two retrieval methods, BM25 provided the best balance between relevance and diversity, making it more effective overall ●

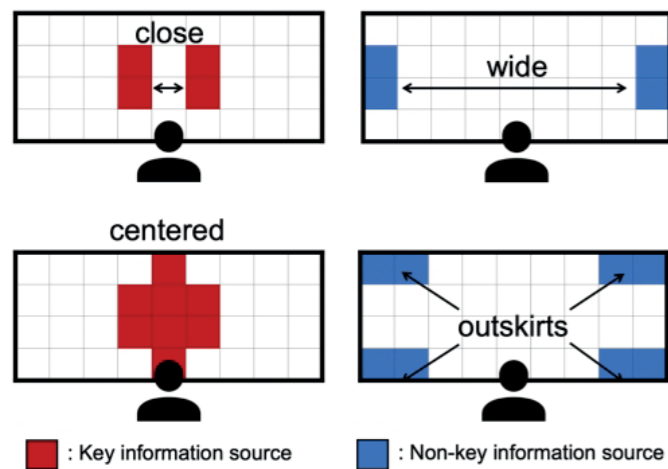


# DESIGNING USER-CENTRIC TV PRODUCTION CONTROL ROOMS

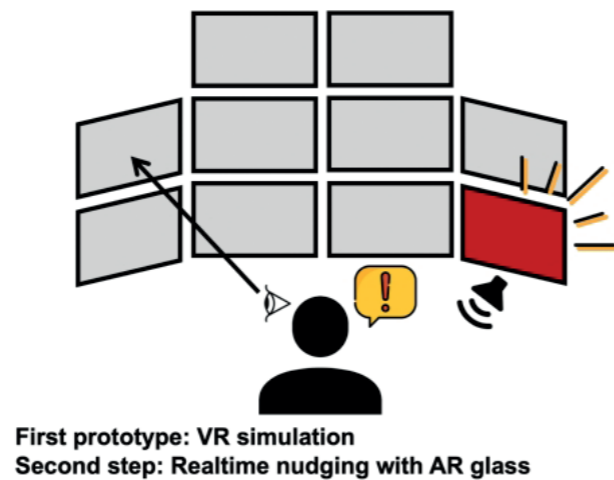
## OPTIMIZING LIVE TV PRODUCTION THROUGH EYE-TRACKING AND USER-CENTERED PCR DESIGN



### 1. Monitor Layout Guideline



### 2. Gaze Nudging for Novice



Making good decisions is essential for a smooth live TV broadcast. In the TV Production Control Room (PCR), producers must watch many screens at the same time and react quickly. This work is both physically tiring and mentally demanding. The Vizrt Mosart studio automation system from Vizrt has made TV production easier, but producers still need to handle many tasks at once, and the PCR is not always designed with their needs in mind.

This project looks at how the layout of PCR screens affects how much mental effort producers use. To do this, researcher Yuki Onishi investigates where producers look on the screens during live production. The goal is to learn how to design future PCR setups that are easier and more comfortable for producers to use.

Onishi wants to understand what kinds of information are most important for producers during live broadcasts, and

which information helps them make quick decisions. The project also asks: Do certain eye-movement patterns show when a task is difficult? And can a producer's gaze pattern show how experienced they are, or what type of TV program they are working on?

In 2025, the researcher collected data from nine producers working on different types of live TV programs, including a morning show, news, and a panel program. The data includes eye-tracking information (such as gaze direction and audio) and video showing exactly how producers operate the equipment. Early screening of the data shows that producers consistently focused on certain key areas of the screens, for example, the automation system, the program view, the timer, the prompter, studio cameras, and external inputs.

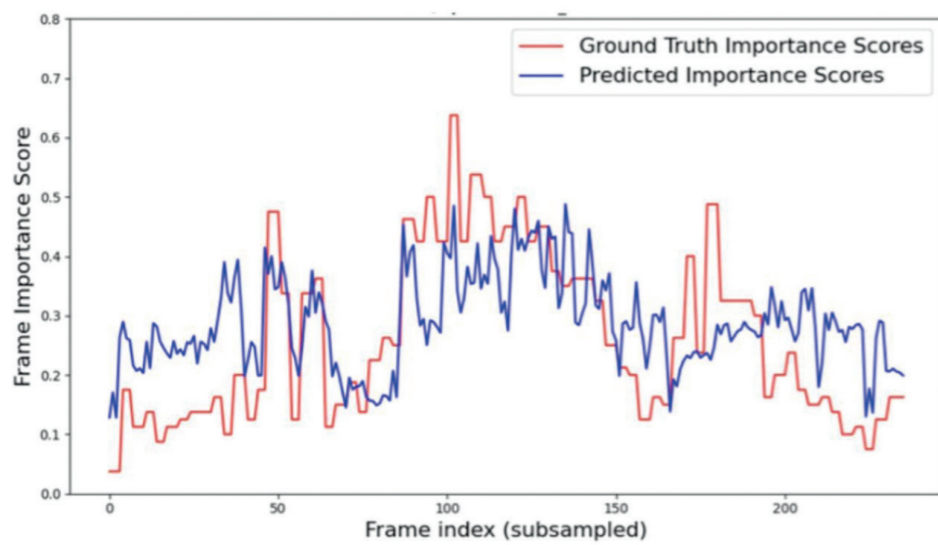
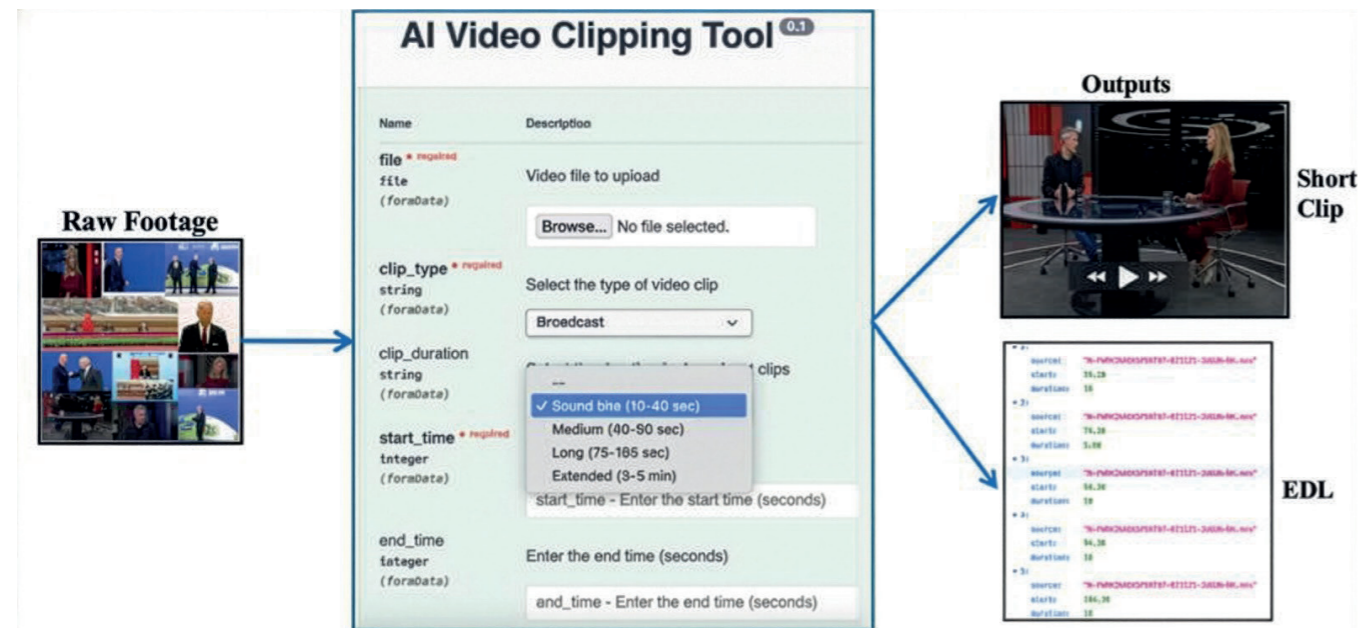
The insights from this study can help create a more user-friendly and efficient environment for live TV production. The results will be used for hardware improvements for the PCR setup (TV 2) and developing guidelines for better monitor layouts and exploring gaze-nudging technology to support producers during live broadcasts, as well as software improvements for the Vizrt automation system: Providing user-experience findings that can inform future updates to the Viz Mosart system.

Together, these approaches aim to make live TV production easier, safer, and more intuitive for producers. The research team is now moving forward with detailed data analysis ●



# AUTOMATED NEWS CLIP GENERATION VIA ROBUST VIDEO SUMMARIZATION

AUTOMATING NEWS VIDEO SUMMARIES WITH AI FOR EFFICIENT EDITORIAL WORKFLOWS



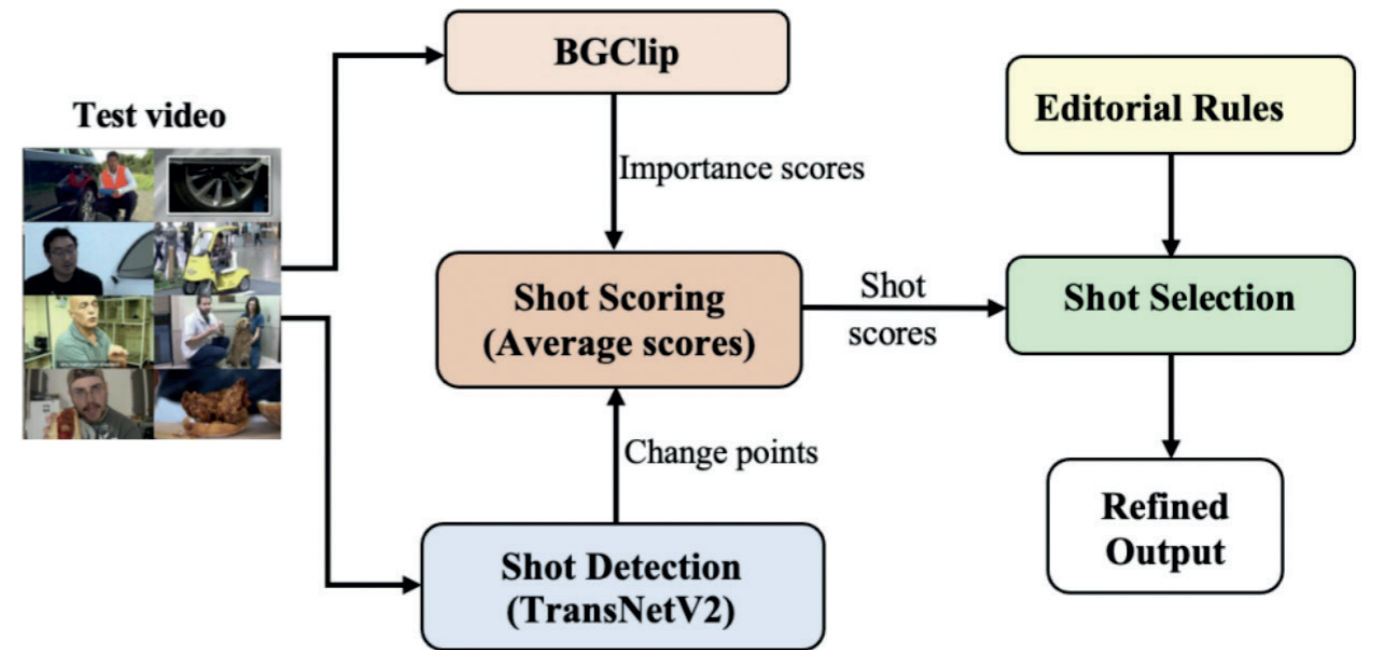
sation framework BGClip analyzes the footage, identifies important scenes, and assembles them into a coherent clip. It also produces an Edit Decision List (EDL) that can be used directly in professional editing software.

BGClip is built using unsupervised learning, meaning it learns patterns in the video without needing labeled examples. It uses multi-head self-attention to discover which frames are most important, and deep generative models to reconstruct smooth video segments. Editors can choose the type of clip they want, such as a short highlight or a longer news segment, and set the exact duration. The system then generates a clip tailored to those needs.

Because news clips must follow strict editorial rules, the researchers added a flexible rule-setting stage to the pipeline. Editors can specify their own constraints using a YAML-style format, such as required clip length or preferred shot type. BGClip applies these rules after the initial summary is

Researchers Adane Tarekegn, Fazle Rabbi and Bjørnar Tessem from UiB have together with Lubos Steskal from TV2 developed a new tool that automatically turns raw news footage into short, ready-to-use video clips. The aim is to help newsrooms work faster and more efficiently, especially when preparing material for live broadcasts, digital platforms, or social media. Instead of editors watching long recordings and manually picking the best moments, the video summarization

Because news clips must follow strict editorial rules, the researchers added a flexible rule-setting stage to the pipeline. Editors can specify their own constraints using a YAML-style format, such as required clip length or preferred shot type. BGClip applies these rules after the initial summary is



created, refining the final output to match newsroom standards. The completed clip can then be exported as an EDL for rendering.

The results are highly encouraging. BGClip outperformed baseline models on the TVSum dataset, achieving an F1 score of 68.43, and reached a fidelity score of 87-91.5% when compared with human-produced clips. These findings show that BGClip is capable of generating high-quality news summaries that stay close to editorial expectations.

To design and evaluate the system, the team used three datasets: real newsroom videos from TV2 and two widely used video-summarization benchmarks, TVSum and SumMe. BGClip combines several components, including self-attention for selecting important frames, a Bayesian variational autoencoder for feature encoding and reconstruction, and post-processing steps guided by editorial rules. The main evaluation metric is the F1 score, which measures how much the generated clip overlaps with a human-edited version. Across multiple tests, BGClip showed a strong match with human choices.

Overall, this research demonstrates that AI-powered video summarization can play a practical, supportive role in real newsroom workflows. By reducing repetitive manual tasks and giving editors more control over the output, BGClip helps make video production faster, more efficient, and more consistent.



# CAN AI MAKE US CARE AGAIN?

## NEW STUDY SHOWS EMOTIONAL REFRAMING IN NEWS SUMMARIES CAN REDUCE AVOIDANCE AND SPARK CLIMATE ACTION

In a time when political divisions run deep and climate change remains a fiercely debated topic, how we communicate information matters more than ever. A recent study led by MediaFutures PhD Candidate Jeng Jia-Hua together with Research Assistant Gloria Anne Babile Kasangu, Associate Professor Alain D. Starke, Associate Professor Erik Knudsen and Professor Christoph Trattner sheds light on a powerful combination: emotional reframing and artificial intelligence. Their research shows that when news summaries are crafted by Large Language Models (LLMs) like GPT, and framed with both fear and hope, they can encourage more pro-social engagement with news and promote pro-environmental behaviour.

The core of the problem lies in how people consume news. Many of us instinctively gravitate toward stories that confirm what we already believe. This phenomenon, known as selective exposure, narrows our understanding of complex issues and fuels societal polarisation. While traditional media struggles to overcome these deeply rooted habits, emerging tools from the field of AI might offer a new way forward, if they are used wisely. The researchers set out to understand whether the emotional tone of news summaries could influence how people respond to environmental

information. In their experiment, 300 U.S. participants read articles about environmental topics, originally published by The Washington Post. These articles were presented in three different emotional framings: fear-only, neutral, and a blend of fear and hope. Some summaries were generated by GPT models, while others used standard article previews.

The findings were clear: participants who read fear-hope framed summaries—especially those generated by GPT—were significantly more likely to report intentions to engage in pro-environmental behaviour. The emotional balance seemed to matter. Fear alone captured attention but often left readers feeling helpless. Hope, when layered in, created a sense of possibility and personal agency. Together, they formed a message that was not only urgent but also actionable.

This emotional reframing didn't necessarily change which articles participants chose to read. Those decisions may still shaped mostly by personal interests and pre-existing preferences. But once engaged, the content itself had a measurable impact on how readers felt and what they intended to do. What makes these results especially promising is the role played by AI. GPT-generated summaries were not just more

### B Neutral reframed article text

Wildfires used to just be a problem in the American West. Not anymore.



After training as a wildland firefighter in the Northeast, Richard Schenk confronted his first major wildfire in Yellowstone National Park in 1988. Over the years, his work has taken him across the Western United States and through forests in Canada, responding to blazes of varying intensity and scope.

### C Fear-hope reframed article text

Snow continues to bury Northeast, with more expected through Monday



Great Lakes communities endured a relentless lake effect snowstorm on Sunday, with totals reaching up to 46 inches. Snowplows and travelers struggled in the harsh conditions caused by frigid air meeting warm lake waters. While the snowfall created chaos, it also highlights the need for improved infrastructure and preparation to better withstand future storms.

Figure 1: (A) Presents the overall interface where users select news from different news framings, while (B) depicts a neutrally reframed article for the perception of the news phase. (C) depicts a fear-hope reframed article for the perception of the news phase.

efficient. They were more effective. They conveyed nuance, carried emotional tone, and resonated more deeply with readers. When paired with emotional framing, they proved more successful at encouraging reflection and action. This suggests that LLMs, often viewed with skepticism in journalistic circles, could actually be powerful tools for fostering empathy and bridging divides.

Of course, AI is not a magic fix. It can't eliminate bias or dismantle echo chambers on its own. But this study offers a glimpse of what's possible when we rethink how information is presented. By leveraging emotionally intelligent AI-generated content, media platforms could help readers move beyond passive consumption, and toward engagement that is thoughtful, informed, and socially constructive. In the face of global challenges that demand cooperation and shared understanding, the combination of emotional reframing and AI holds real promise. Not just for improving how we

talk about the environment, but for building a media landscape that encourages connection over division, and action over apathy.

### References

1. The role of GPT as an adaptive technology in climate change journalism Conference. Jeng, Jia Hua; Kasangu, Gloria Anne Babile; Starke, Alain D.; Seddik, Khadiga; Trattner, Christoph, UMAP 2025.
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Jeng Jia-Hua, UiB



Gloria Anne Babile Kasangu, UiB



Alain D. Starke, University of Amsterdam



Christoph Trattner, UiB



Erik Knudsen, UiB



# SUPERPOD

## EXPLORING AI-DRIVEN PERSONALIZATION AND FLEXIBLE LISTENING IN PODCASTS

Researchers in this project are exploring how AI can make podcast listening more flexible, more exploratory, and more diverse. Today, most podcasts are experienced in a fixed, linear format, start at the beginning and listening to the end. But what if listeners could mix and match segments across different episodes and creators, creating their own personalized listening experiences? And what if AI could help guide them through this process without taking away their sense of choice and control?

To investigate these questions, the team of Peter Andrews, Yuki Onishi, Morten Fjeld, Vegard Bolstad and Trym Gallefoss, together with Njaal Borch from Schibsted created SuperPod, a prototype that lets users build their own custom podcasts by selecting segments from many different sources. After a user searches for themes, tags, or keywords, SuperPod shows the results in a graph-style visualization. Listeners can then browse the segments, pick the ones they want, and assemble them into a personalized SuperPod that they can edit, save, and listen to later. Users can also choose whether they want AI-generated narration, which adds short explanations or transitions to make the listening experience smoother and easier to follow.

Behind the scenes, podcast audio is first transcribed and turned into searchable, timestamped data. This information is organized in a knowledge graph so that themes, topics, and connections across episodes are easy to find. The sys-

tem then lets users combine segments in whatever way they like. In this sense, a SuperPod becomes a kind of recipe where users decide which ingredients to include, and the system helps put everything together in a coherent order. AI narration can be added when needed to explain the topic, link ideas, or introduce new sections.

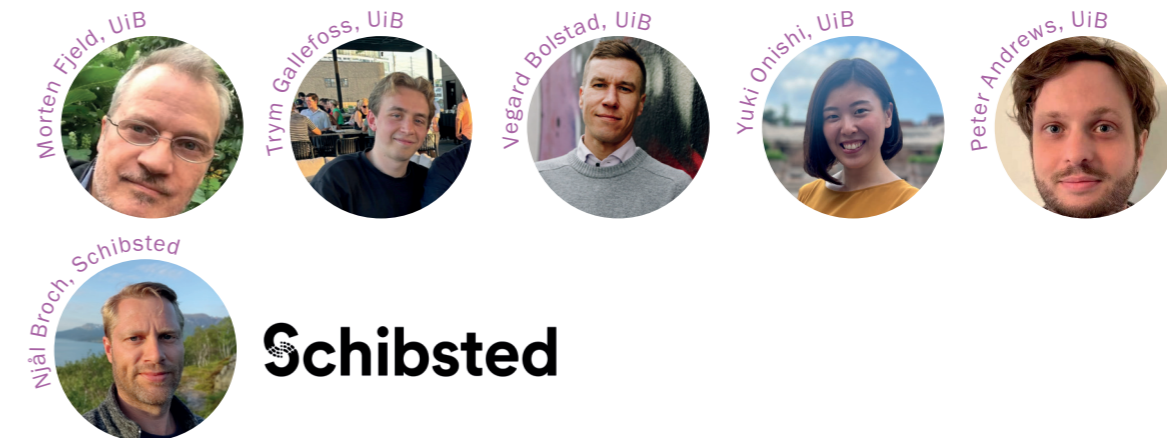
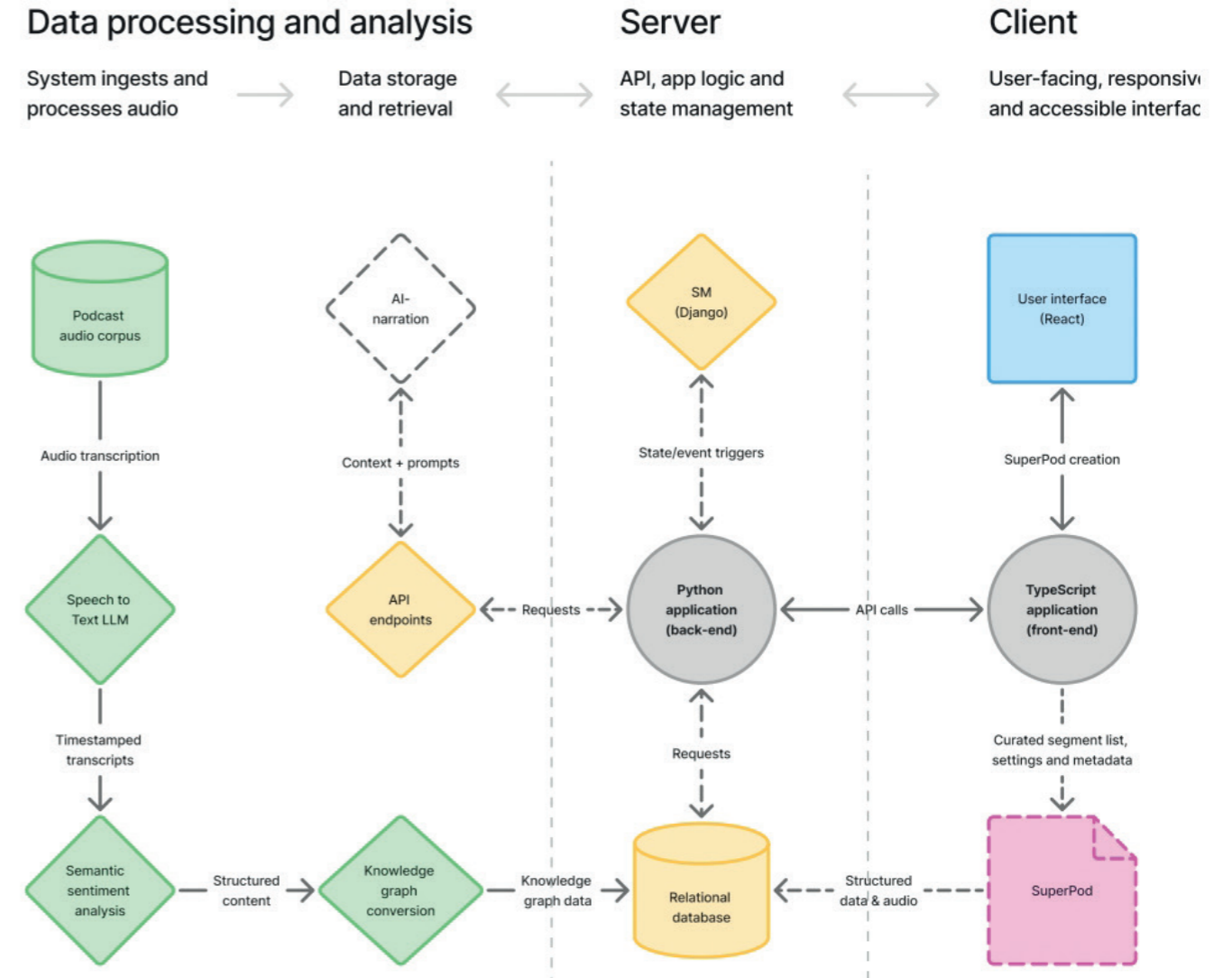
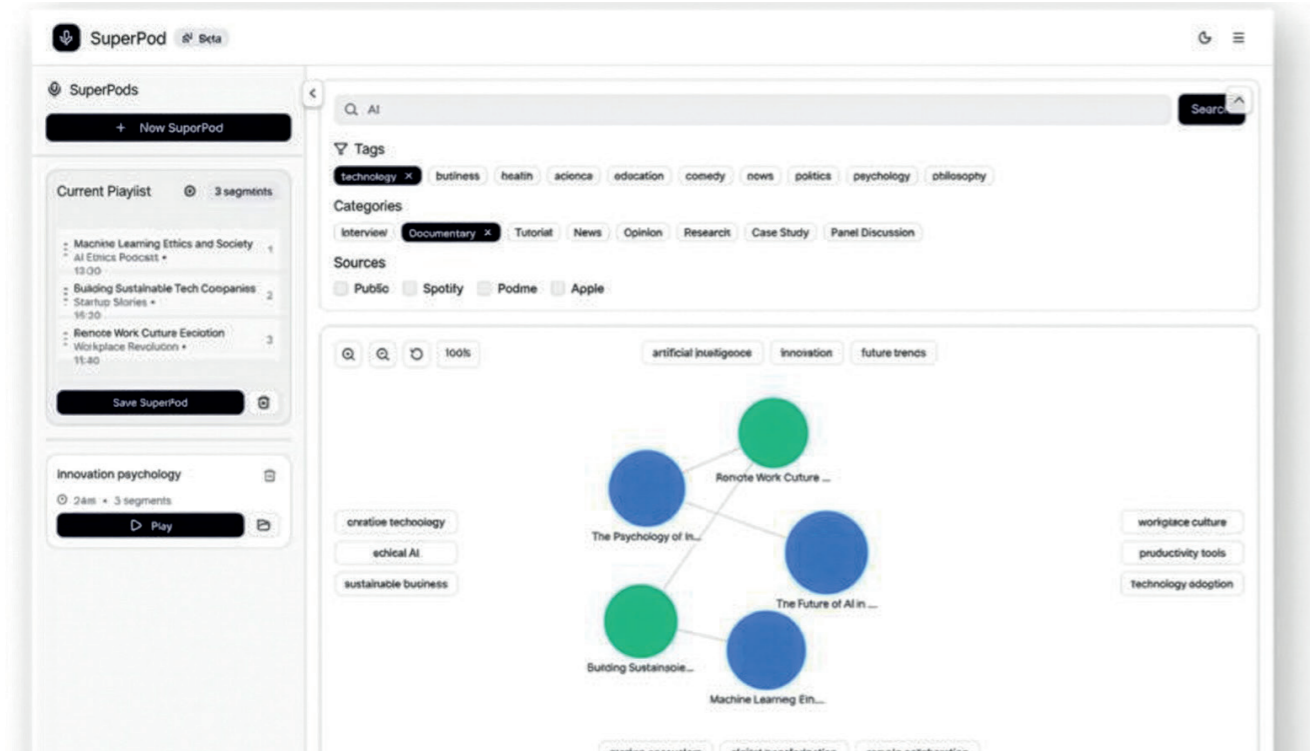
To make this possible, the team designed a data pipeline where preprocessing and analysis are done in the background. The application exchanges data efficiently between server and client using APIs or database queries, making the experience fast and responsive. The project focuses not only on technical performance but also on the broader experience of listening: how to give users a sense of agency, how to create transparency around AI decisions, and how modular podcast listening can encourage people to explore more voices and viewpoints than they normally would in a linear format.

SuperPod has gone through three rounds of co-creation, testing, and feedback with project stakeholders and a panel of user representatives. These sessions helped refine both the design and the technical approach, ensuring the system remained usable, trustworthy, and engaging.

The project will release an open-source code repository to show the technical feasibility of the approach and document the design insights gained from user studies and prototype

testing. A research paper based on this work is planned for publication at CHI 2026, contributing new knowledge about how AI can support creative, user-driven ways of exploring podcast content. The design insights gained from user stud-

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# DEMOKRATIBASEN

THE DEMOCRACY BASE PROJECT USES AI TO HELP LOCAL JOURNALISTS MONITOR POLITICAL AND ADMINISTRATIVE CASES IN THEIR MUNICIPALITIES.



The prototype Democracy Base service collects these documents, generates summaries, extracts keywords and presents them to journalists through a single, personalised and searchable user interface.

The aim is to make the Democracy Base independent of international providers of large language models (LLMs):

1. general LLMs consume large amounts of energy and are more powerful than necessary for the specialised needs of the Democracy Base;
2. although the Democracy Base relies on open public documents, they may sometimes reveal information that should not be shared with commercial international companies;
3. future versions of the Democracy Base may also be used to analyse and prepare restricted documents for journalistic use;
4. general LLMs are trained on text corpora that are dominated by large languages such as English and Chinese, thereby embedding cultural, legal, and other biases that are not optimal for a Norwegian setting;
5. despite moves to standardise online API access to LLMs, relying on a global generative-AI provider can over time create vendor lock-in, in particular when using fine-tuned LLMs from that provider.

The Democracy Base (Demokratibasen) project is led by UiB's Centre for Investigative Journalism (SUJO). MediaFutures supports the Democracy Base by developing new language models that can summarise and extract structured data from public documents locally. The AI development in Demokratibasen has also been supported by UiB-Idé funds.

Beyond local journalism, the tool has the potential to support politicians, public administrators, researchers, and the general public ●

**Liberal, democratic welfare states face growing threats from disinformation, declining trust in authorities, and rising extremism.**

A free, independent press plays a vital dual role as informer and watchdog, supporting democracy and accountability. Local journalism connects citizens with local governments and helps counter the “democratic deficit” when decisions feel too distant.

However, quality journalism is under pressure. Young “digital natives” turn to non-mainstream sources, while advertising and subscription revenues decline due to free online content and social media. As business models collapse, newsroom layoffs make these challenges harder to address.

Each year, around 80 000 meetings are held in Norwegian municipalities, generating around 34 million documents to process more than half a million cases. The documents are made available through systems that differ from municipality to municipality, and keeping track of them is a time-consuming process.



# NEW TOOL HELPS FACT-CHECK PODCASTS IN REAL TIME

OPEN-SOURCE TOOLS FOR REAL-TIME PODCAST FACT-CHECKING AND ANNOTATION

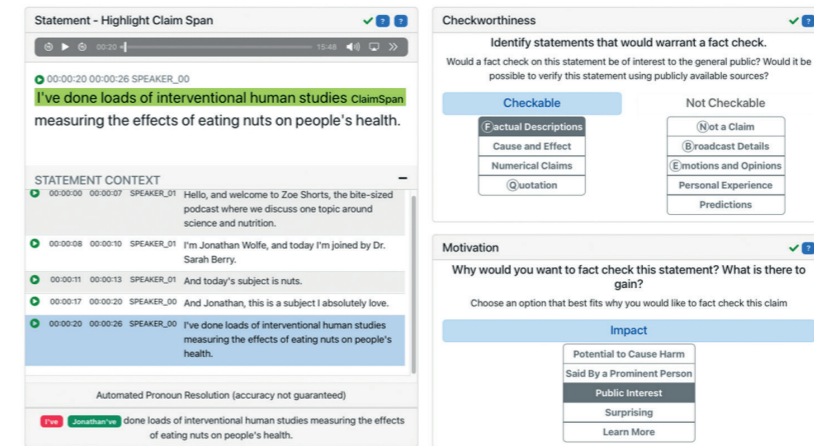


Figure 1: Podcast annotation interface for claim detection. Right hand size shows the options for fine-grained claim annotation.

In an era where podcasts are booming and misinformation is harder than ever to track, researchers at the University of Stavanger/SFI MediaFutures have developed a groundbreaking open-source tool to help tackle false claims in audio content. Associate Professor Vinay Setty and former UiS student Adam James Becker have introduced a first-of-its-kind platform for real-time podcast transcription, annotation, and fact-checking described in their paper: “Annotation Tool and Dataset for Fact-Checking Podcasts”.

Podcasts are powerful and popular, but largely unregulated. With millions of episodes published in dozens of languages, fact-checking them has been a nearly impossible task. Traditional tools fall short due to the length of audio, lack of accessible data, and the challenges of multilingual processing.

## A Smarter Way to Fact-Check Audio

The new tool changes that. By combining speech recognition technology with an easy-to-use annotation interface,

the platform allows users to listen to podcast audio while highlighting claims, fixing transcription errors, and noting when statements need verification. It supports over 90 languages and integrates with open-source systems like OpenAI's Whisper for transcription and F-Coref for co-reference resolution.

Users can also log why a statement should be fact-checked: Whether it's potentially harmful, surprising, or simply worth a second look. All this happens in a streamlined interface designed for researchers, journalists, and anyone interested in the truth behind the talk.

## Big Dataset, Real Impact

The researchers have also released a large, openly available dataset featuring 531 podcast episodes from 38 shows in English, Norwegian, and German. It includes detailed annotations for claims, fact-checking motivations, and verification results. The dataset supports advanced tasks like claim detection and stance classification and has already been used to fine-tune AI models such as XLM-RoBERTa, offering competitive results when compared with tools like GPT-4.

*“This is about giving people the tools to check facts in the formats they actually consume,” says Professor Setty. “Most fact-checking today focuses on text. But more and more information is shared through podcasts—and we need systems that can keep up.”*



**Open and Accessible**  
The entire system, including the tool and datasets, is freely available on GitHub

With support from SFI MediaFutures and the Research Council of Norway, the team aims to expand the project and make podcast fact-checking easier and more reliable for everyone. [Read the paper here](#)

# AN AI INTERPRETER TOOL FOR POLITICAL DISCOURSE ANALYSIS

## HELPING JOURNALISTS AND RESEARCHERS TRACK GLOBAL TENSIONS

Every day, political speeches shape public debate, influence policy decisions, and frame how societies understand key issues. From parliamentary debates to international addresses, these speeches are central to democratic life. Yet, keeping track of evolving political narratives, understanding underlying ideologies, and comparing positions across time is a complex challenge.

For journalists, researchers, and policymakers, gaining a clear and structured understanding of political discourse is essential. However, with vast amounts of speeches, interviews, and media content produced daily, identifying meaningful patterns and shifts can quickly become overwhelming.

To address this challenge, Dr. Fazle Rabbi has developed an AI-driven framework for analyzing political discourse. The system combines speech processing, natural language understanding, and graph-based modeling to transform unstructured political speech into structured, analyzable data. By integrating established political theories—such as Stein Rokkan’s cleavage theory, Elite Theory, and Pluralism Theory—the tool enables users to interpret political narratives through well-grounded theoretical lenses.

Unlike traditional approaches that focus on isolated speeches, this framework treats political discourse as an evolving system. It allows users to trace how arguments develop over time, how political actors shift positions, and how narratives respond to changing social and political contexts.

### Core Features for Modern Analysts

Instead of viewing speeches as standalone texts, the system models them as interconnected arguments within a dynamic structure. It provides a visual and analytical representation

1. **Multi-Format Ingestion:** Users can create projects by uploading text, PDF, audio, or video files.
2. **AI-Powered Transcription:** Integration with the Whisper model allows for seamless conversion of speech to text from media files.
3. **Ideological Mapping:** The tool extracts “evidence units” and assigns them to one of four ideology families: Libertarian, Authoritarian, Economic-Left, or Economic-Right.
4. **2D Political Compass:** Speeches are plotted on an interactive map, visualizing the Economic axis (Welfare ↔ Free Market) and the Social axis (Control ↔ Freedom).

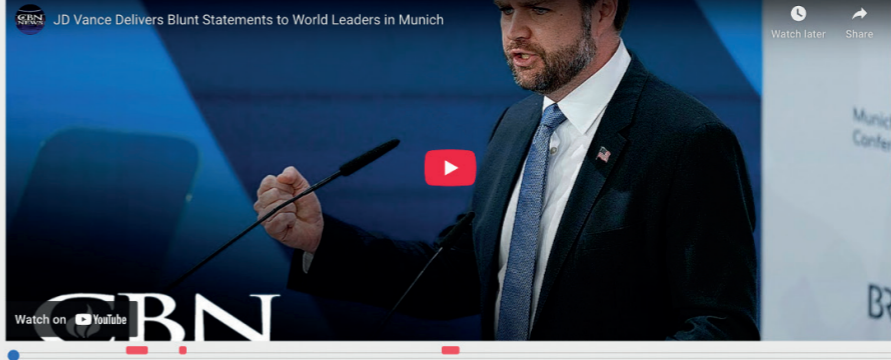
### Why This Matters

For journalists, this tool enhances the ability to analyze and report on political communication with greater clarity and depth. Instead of relying on fragmented interpretations, they can systematically explore how narratives develop and how political actors position themselves.

For researchers and analysts, the framework offers a powerful method for studying political behavior, ideological shifts, and policy evolution. By combining AI with established political theory, it enables more transparent and explainable analysis.

For democratic societies, the impact is even broader. By making political discourse more accessible, structured, and interpretable, the system supports transparency, accountability, and informed public debate.

In an era of information overload and increasing political complexity, tools like this provide a new lens for understanding how political narratives are constructed—and how they shape the world around us.



**Transcript**

Please welcome Vice President J.D. Vance. Well thank you and uh thanks to all the uh the gathered delegates and luminaries and media professionals and uh thank especially to the hosts of the Munich security conference uh for being able to to put on such an incredible event we're of course thrilled to be here we're happy to be here and you know one of the things that I wanted to talk about today is of course our shared values and you know it's great to be back in Germany as as you heard earlier I was here last year as United States Senator I saw uh foreign minister excuse me foreign secretary David Lamy and jk that both of us last year had different jobs than we have now but now it's time uh for all of our countries for all of us who have been fortunate enough to be given political power by our respective peoples to use it wisely to improve their lives and I want to say that you know I was fortunate in my time here to spend some time outside the walls of this conference over the last 24 hours and I've been so impressed by the hospitality of the people even of course as they're reeling from yesterday's horrendous attack and the first time I was ever in Munich was with with my wife actually who's here with me today um on a personal trip and I've always loved the city of Munich and I've always loved its people and I just want to say that we're very moved and our thoughts and prayers are with Munich and everybody affected by the evil and inflicted on this beautiful Community we're thinking about you're praying for you and we will certainly be rooting for you in the days and weeks to come now I hope that's not the last bit of Applause that I get but we We Gather at at this conference of course to discuss security and normally we mean threats to our external security I see M many great military leaders gathered here today but while the Trump Administration is very concerned with with European security and believes that we can come to a reasonable settlement between Russia and Ukraine and we also believe that it's important in the coming years for Europe to

**Key Statements**

- The Vice President argues that the real threat to Europe is not from external actors like Russia or China, but from within, where there is a retreat from fundamental democratic values shared with the United States.
- The Vice President emphasizes the need to live by democratic values and not just talk about them, urging European countries to maintain a high standard in their democratic practices.
- The Vice President challenges the notion that Russia's disinformation campaigns justify the annulment of elections, suggesting that democracy should not be so easily undermined by external influence.

**Interpret Political Speech**

Choose a Theory (Work in progress): Stein Rokkan's Cleavage Theory


**Interpretation using Stein Rokkan's Cleavage Theory**

Stein Rokkan's Cleavage Theory and its Relevance in Political Speech Analysis: Stein Rokkan's cleavage theory explains how historical conflicts shape political divisions within societies. He identified key cleavages—such as center-periphery, church-state, urban-rural, and capital-labor—that continue to influence political alignments today. In contemporary politics, these cleavages help interpret how politicians frame their messages to appeal to different social groups. When analyzing speeches, Rokkan's framework reveals whether a politician is reinforcing traditional divisions or tapping into emerging cleavages, such as nationalism versus globalism. By examining a speech through this lens, we can better understand the underlying ideological strategies and how they resonate with different voter bases.

**Cleavage Name: Centre-Periphery, Church-State, Urban-Rural, Class, Ethnic/Linguistic, Authoritarian-Liberal, Immigration-Nationalism**

### Tech Stack & Availability

Built on a modern architecture using FastAPI, React, and PostgreSQL, the tool leverages high-performance AI models like GPT-4 and Claude. Developed by Fardous Hasan under the supervision of Dr Fazle Rabbi at the University of Bergen, the project is currently available as an open-source repository ●



For more information or to contribute to the project, visit the github page



# HOW TO REFRAME NEWS WITH SATIRE

## USING AI-GENERATED SATIRE TO REDUCE NEWS AVOIDANCE AND ENGAGE DISENGAGED AUDIENCES

News avoidance has become a critical challenge for journalism and democratic engagement. In 2022, 38% of people reported deliberately avoiding news, with younger audiences particularly prone to disengagement due to content they perceive as overly negative, emotionally heavy, or repetitive. This trend threatens the informed foundation of citizenship and poses significant challenges for both journalism and news recommender systems.

Researchers Tobias J. Wessel, Christoph Trattner, and Alain Starke from MediaFutures explored an innovative approach to this problem: using large language models to automatically reframe news into satirical formats. Their research tested whether AI-generated satire could reduce avoidance, increase enjoyment, and maintain understanding while reconnecting disengaged audiences with important but often avoided topics.

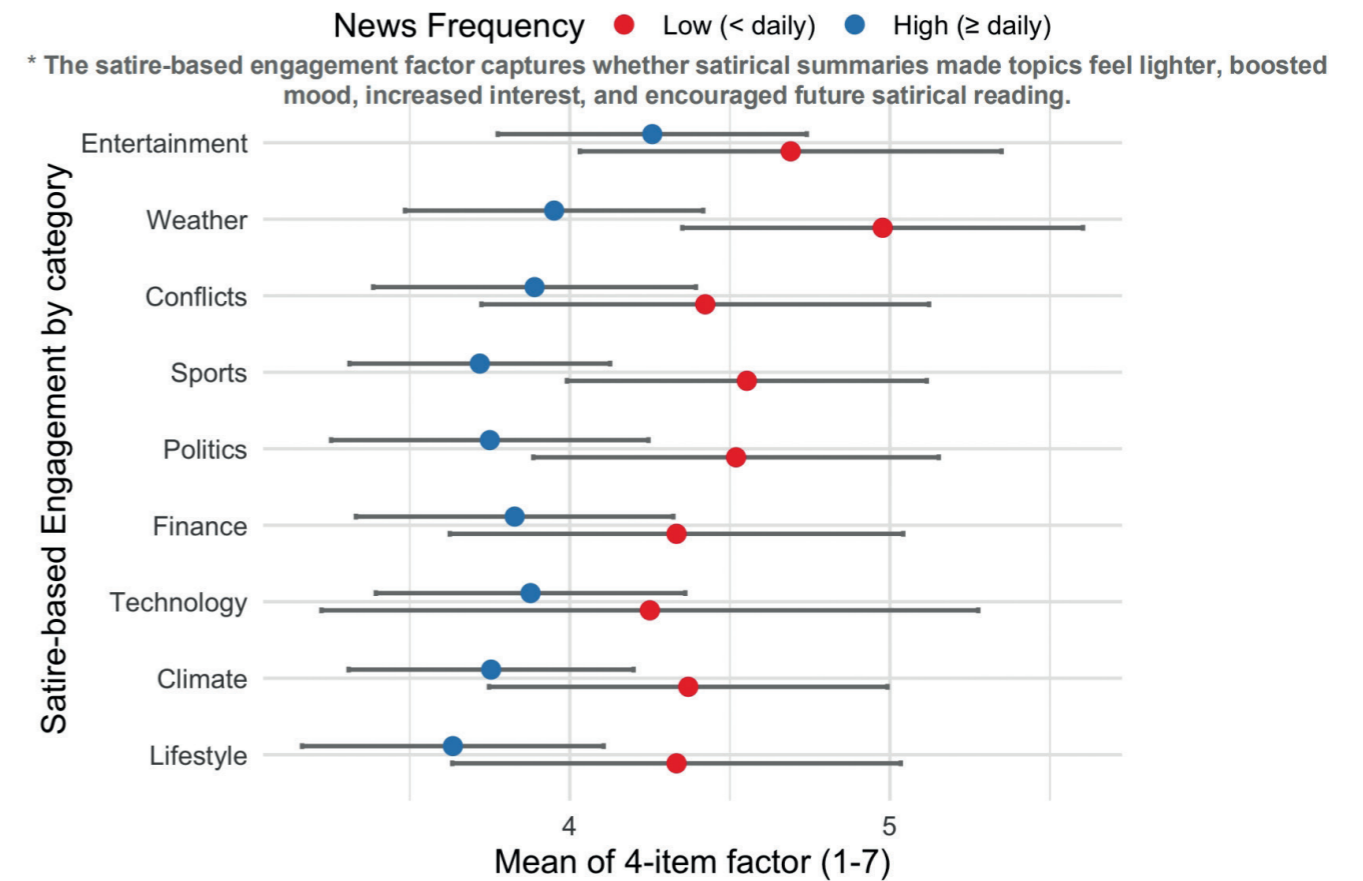
### The Research Approach

The team conducted two online experiments with 240 participants total, using a dataset of 90 articles across nine categories including sports, politics, climate, finance, and technology. The first study evaluated three distinct prompting styles for satirical reframing (gentle satire, bold satire,

and free satire) with all summaries generated using GPT-4. Participants rated these summaries on perceived fun, enjoyment, understanding, quality, and shareability. Based on performance, the free satire style was selected for the second study, which examined user preferences when choosing between original and satirically reframed article summaries.

The results demonstrated that satirical reframing successfully made avoided topics more approachable and engaging across the news spectrum. Overall, one in three article summaries chosen by participants was the satirically reframed version. While humor results were modest, the impact was clear: participants still felt informed and rated the satirical content as high quality.

Particularly striking was the difference between reader groups. Low-frequency news readers chose satirical summaries 43% of the time, compared to only 31% for daily readers. This finding highlights satire's potential in reconnecting disengaged audiences with critical information. The approach proved especially effective for avoided topics, lowering emotional barriers and sparking curiosity in less-preferred news categories.

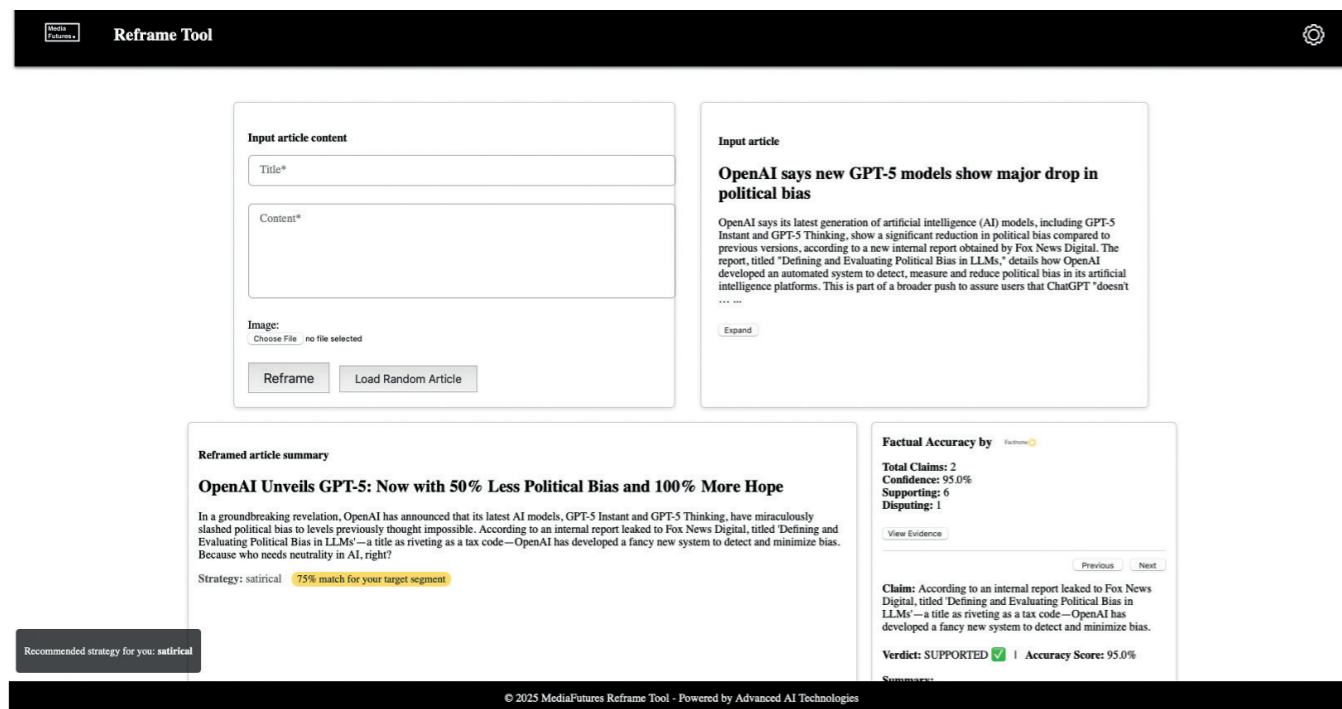


### Implications for News Systems

This research demonstrates that AI-driven satire holds promise for news recommender systems, offering a way to balance information with entertainment while reducing news avoidance. By making news feel lighter and more approachable without sacrificing informational value, satirical reframing could help journalism reach audiences who might otherwise disconnect entirely from current events.

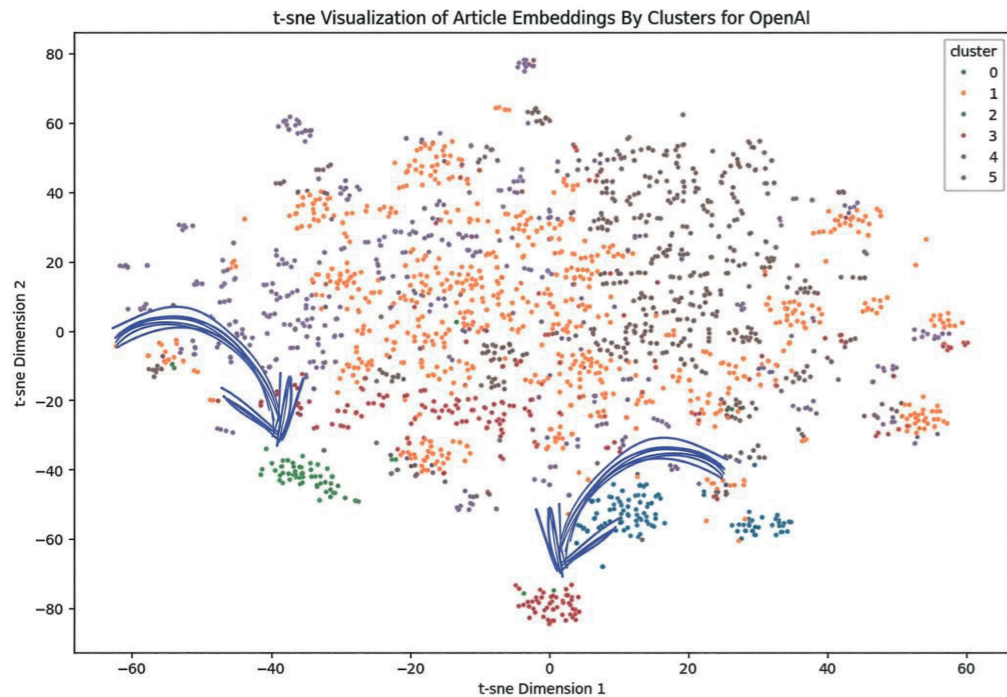
### Reference

Using Large Language Models to 'Lighten the Mood': Satirically Reframing News Recommendations to Reduce News Avoidance. Wessel, T., Trattner, C., Starke, A. INRA Workshop. 2025



# PERSONALIZED NEWS RECOMMENDATION IN THE SPORTS DOMAIN

USING AI TO MATCH SPORTS FANS WITH THE NEWS THAT MATTERS TO THEM



Sports are woven into the fabric of everyday life, and the news media works hard to keep up. The result is a vast and ever-growing stream of sports content that can quickly become overwhelming for readers. How do you find the match report that matters to you, when hundreds of others compete for your attention?

This is the challenge that master's student Tord Berget Monclair set out to address, in collaboration with Bergens Tidende — one of Norway's largest regional newspapers and a key industry partner of SFI MediaFutures. His research, supervised by Prof. Mehdi Elahi and co-supervised by Thomas Husken (BT), explores whether advanced AI language models can power smarter, more personalised sports news recommendation systems.

## A Domain with Unique Challenges

While personalisation in news is a well-established research area, sports news has received comparatively little attention — and for good reason. Match reports tend to follow a uniform structure, making it difficult for traditional recommendation systems to distinguish between them based on

content alone. Interaction data is often sparse, meaning collaborative filtering approaches struggle to perform well. And the subtle semantic differences between articles — such as the significance of a particular result or the narrative arc of a season — are easy to miss.

## Scale, Data, and Method


The project drew on two substantial datasets: a local soccer dataset from Bergens Tidende comprising 460,000 interactions, 80,000 users, and 2,300 articles, as well as the Microsoft News Dataset, which includes 160,000 English-language articles and 1 million users. Several baselines were tested, including popularity-based, random, and TF-IDF approaches, as well as a collaborative filtering model.

To go beyond these baselines, Monclair turned to transformer-based embedding models from OpenAI and Sentence Transformers — state-of-the-art language models capable of capturing nuanced meaning in text. The core idea is that these models can represent articles as rich semantic vectors, enabling a recommendation system to identify which articles are truly similar in meaning, not just in surface struc-

## Step 3


Below are two proposed lists of articles based on your previous selection. Look through both lists and their content. When ready, please answer the questionnaire to the right and click "Submit" when completed.

**List 1**




**Woods shoots 64 and tied for lead in Japan**

[Read More](#)

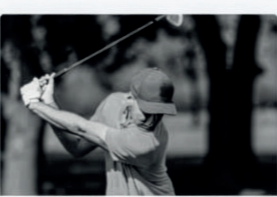


**List 2**



**Naomi Osaka: 'I want to leave some sort of legacy'**

[Read More](#)



**Questionnaire** 0 / 24 answered

- Which list gives you the best first impression?  
 List 1  Unsure  List 2
- Which list has more news articles that you find appealing?  
 List 1  Unsure  List 2
- Which list has more news articles that might be among the best news articles you see in the next year?  
 List 1  Unsure  List 2
- Which list has more obviously bad news article recommendations for you?  
 List 1  Unsure  List 2
- Which list does a better job of outlining better news

[Submit](#)

ture. The approach was further validated through an online user study, in which participants were shown two competing lists of recommended articles and asked to evaluate them across several dimensions, including first impression, appeal, and overall recommendation quality.

## Promising Results

The findings were encouraging. Offline evaluations indicated that transformer-based models outperform traditional baselines in the sports domain. The online user study reinforced this: participants showed a statistically significant preference for recommendations generated by transformer-based models across multiple categories. Together, these results lay a solid foundation for future hybrid approaches combining content-based and collaborative signals.

## What This Means for the News Media Industry

For media companies like Bergens Tidende, the implications are practical and immediate. Better sports recommenda-

tions mean more engaged readers, reduced information overload, and stronger user retention. As sports content continues to grow in volume and importance, personalisation will be a key tool for keeping audiences connected to the stories they care about most.

## Tord Berget Monclair

Master's student, Department of Information Science and Media Studies, University of Bergen. This research was carried out as part of Work Package 2 (User Modeling, Personalisation & Engagement) at SFI MediaFutures, in collaboration with Bergens Tidende. Supervised by Prof. Mehdi Elahi and co-supervised by Thomas Husken, MSc, previously Bergens Tidende ●



# IF PEOPLE KNOW THE SOURCE OF AN IMAGE, THEY TRUST THE NEWS OUTLET MORE

## TRACEABILITY FRAMEWORKS LIKE C2PA CAN HELP NEWS ORGANISATIONS IMPROVE TRUST FROM THEIR AUDIENCE

Figuring out whether a digital image is real has become more difficult. Edited, manipulated and purely AI-generated pictures and videos are cheap products of today's media which challenge the credibility of serious news media by forcing us humans to become more and more sceptical to what we see.

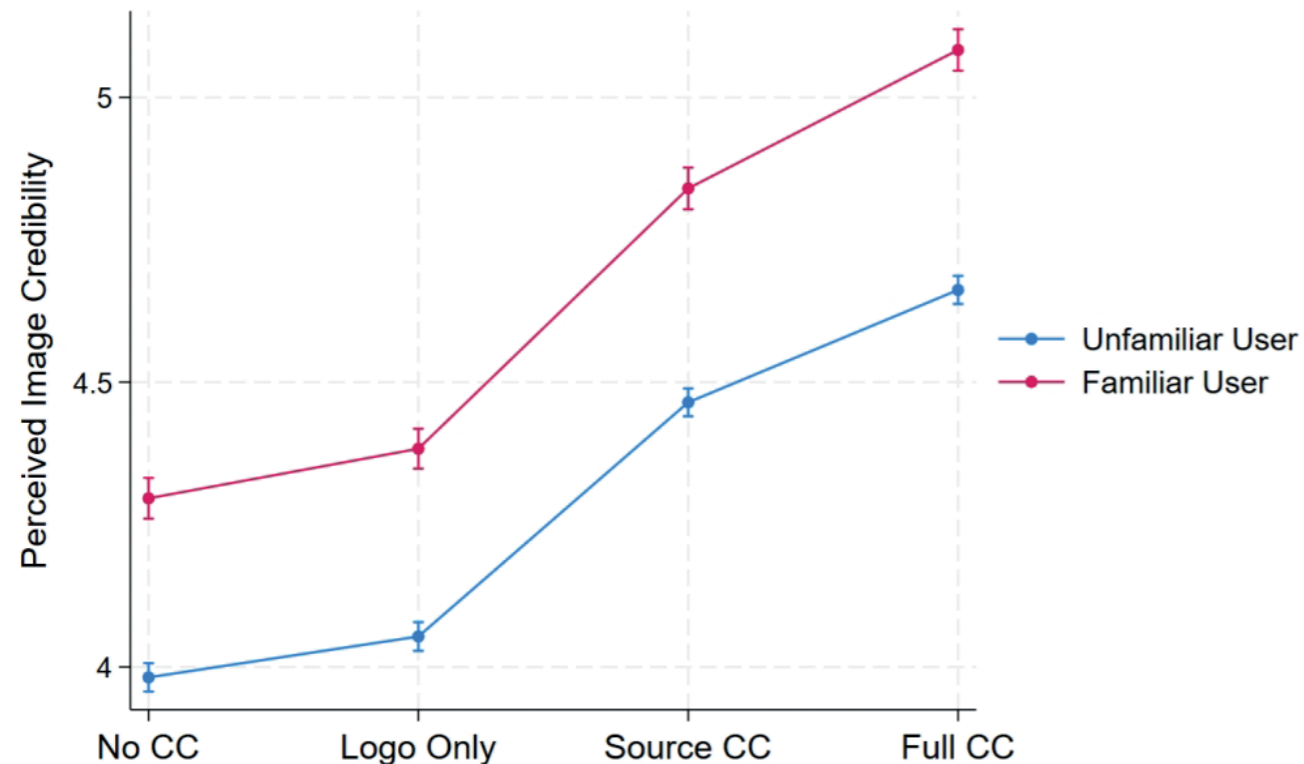
Researchers at SFI MediaFutures have tested whether extra information about the origin and history of visuals in news can improve credibility, transparency and accountability. Their results show that news article images which have the so-called C2PA provenance label are perceived as more transparent and fair than images without the extra information.

*“When the origin of visual content can be verified, it’s easier to check and build more trust in the brand”*

– Professor Christoph Trattner, PhD Candidate  
Svenja Lys Forstner, Associate Professor  
Alain D. Starke and Associate Professor  
Erik Knudsen

The rise of AI in our everyday lives has made it difficult to tell the difference between real and manipulated content on digital news platforms. And even in Norway, where trust in media is relatively high, generative AI threatens our trust in news. The global framework C2PA (Coalition for Content Provenance and Authenticity) tries to implement labels in digital media to deal with the problem. This label provides the modification history and origin of the media through metadata which cannot be edited.

In the study, over 6,000 people in Norway, the UK, and the US were shown news articles from both highly trusted sources (like BBC News, NRK, and CBS News) and less trusted ones (like The Sun, ABC Nyheter, and Huffington Post). The participants were randomly divided into four groups, where three of them interacted with news articles that showed a C2PA label for images. Each of these groups saw the information on the label in different levels of detail. The fourth participant group did not see any labels at all.



The more detailed the presented label, the more believable and transparent people thought the image and the news source was. The results show that even well-trusted media outlets like NRK in Norway could benefit from using these labels. However, the biggest trust gains were seen for less trusted outlets. Labels helped readers feel more confident in that what they saw was real and not AI-generated.

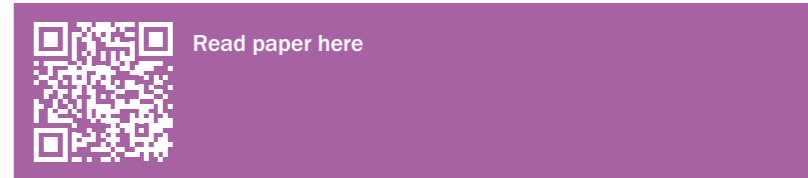
*“Our findings show that when people know where an image comes from, they’re more likely to trust the news it’s part of,” says*

– Professor Christoph Trattner, who led the study along with Svenja Lys Forstner, Alain D. Starke, and Erik Knudsen at MediaFutures.

This study is the first of its kind to test the effects of image provenance labels on news articles with such a large and diverse group. The researchers say it is time for newsrooms around the world to consider adopting C2PA or similar systems to protect journalistic integrity in the AI age.

### Reference

Christoph Trattner; Svenja Lys Forstner; Alain D. Starke; Erik Knudsen. C2PA Provenance Labels Increase Trust in News Platforms Across Western Countries. AAAI ICWSM 2026, Forthcoming ●



# RESPONSIBLE INNOVATION IN MEDIA AI

## INTRODUCING MEDIAFUTURES' RESPONSIBLE AND DYNAMIC MODEL OF INNOVATION

At MediaFutures, innovation has always been at the core of everything we do. Over the years, our approach has evolved; not because the previous model failed, but because our understanding of what good innovation looks like has



deepened. In early 2025, this evolution became a collective process: through a dedicated centre-wide workshop on Responsible Innovation, our entire team came together to reflect on how we work, what we value, and where we want to go. The outcome was a third iteration of our innovation framework — what we now call the Responsible and Dynamic Model of Innovation.

### From Dynamic and User-Centred to Responsible

The first iteration of our model was linear and research-centred, moving step by step from insight to product. The second iteration introduced a more collaborative, iterative approach, placing industry partners at the centre of the process from the very start. This third iteration retains that foundation and adds a critical new dimension: responsibility. AI and media technology are not neutral. They can enable disinformation and deepfakes, reinforce biases, shape echo chambers, and raise serious ethical questions around privacy and surveillance. As a research-based innovation centre working at the intersection of AI and media, we have a particular obligation



to take these risks seriously; and to build that seriousness into how we work.

### Four Principles Guiding Our Approach

Underlying the model are four principles that guide how researchers develop and evaluate their projects:

1. Anticipation, i.e., asking from the outset what societal need or challenge a project aims to address.
2. Reflexivity, i.e., critically reflecting on the values embedded in research and the impacts it may produce, both intended and unintended.
3. Inclusivity, i.e., engaging and communicating with diverse stakeholders throughout the process.
4. Responsiveness, i.e., remaining willing to adapt projects in light of new insights and evolving societal needs.



### How the Model Works

These principles are directly embedded in how the model works in practice. Version 3 begins where it should: with industry challenges and societal needs. From onboarding, researchers move through a phase of empathizing and

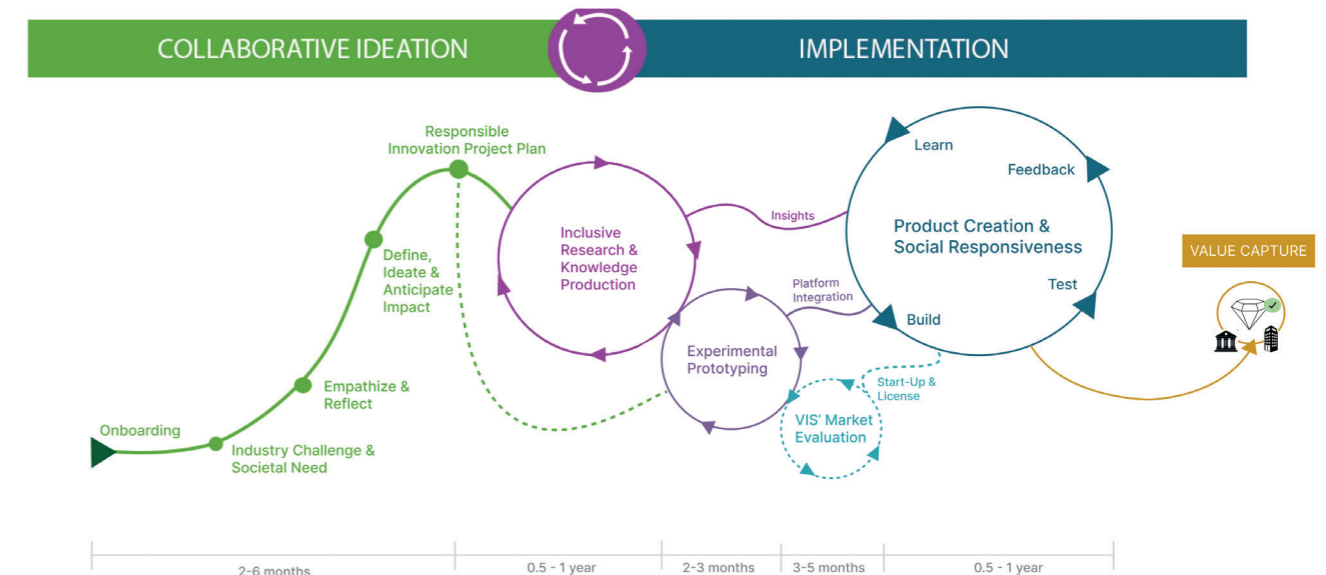
reflecting before they define, ideate, and — crucially — anticipate impact. This anticipation phase is new, and it is central to the model's responsible dimension. It is supported by a Responsible Innovation Project Plan, which structures how teams think through the ethical, social, and environmental implications of their work before development begins. From there, the model follows a familiar iterative path through inclusive research and knowledge production, experimental prototyping, and ultimately product creation — now explicitly framed around social responsiveness as well as commercial value.

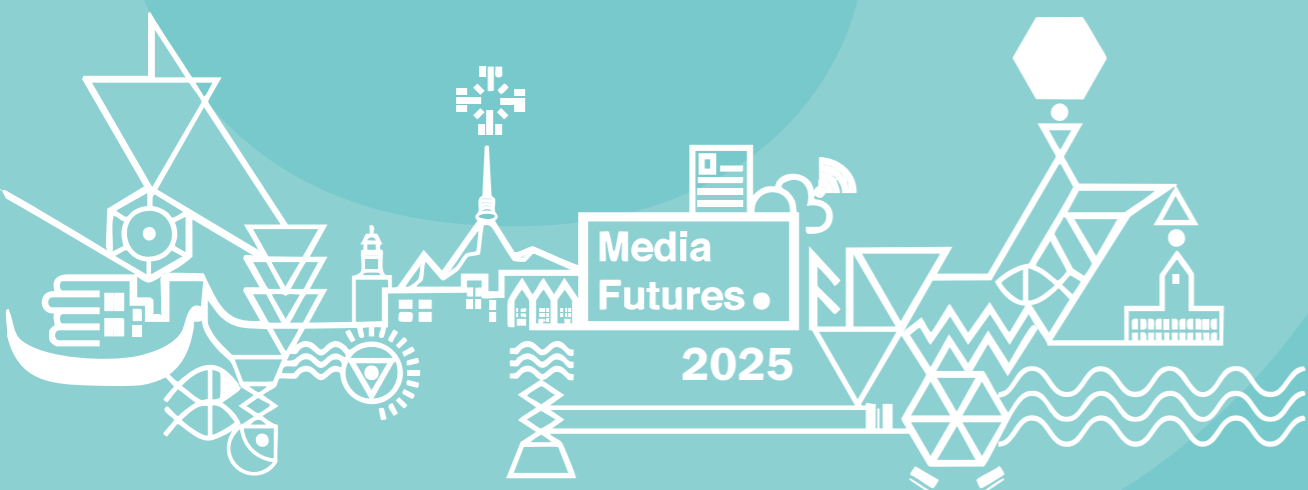
### Embedding Responsibility in Our Culture and Projects

In 2025, we actively encouraged all MediaFutures staff to reflect on the societal relevance and impact of their work; asking how their projects and tools might affect different groups in society, and what new directions the centre should pursue to better address pressing challenges. This cultural shift marks a new chapter in how MediaFutures understands its role: not only as a driver of innovation in the Norwegian media industry, but as a centre that takes seriously its responsibility to society at large. That responsibility feels more urgent than ever. As AI systems grow increasingly capable—moving beyond narrow tools toward models that can take on complex cognitive tasks across domains—the question of how we innovate is no longer just a methodological one. It is a deeply ethical and societal one. MediaFutures is committed to meeting that challenge head-on ●



## Responsible & Dynamic Model of Innovation





## COMPLETED PHD PROJECTS

CELEBRATING MEDIAFUTURES DOCTORAL GRADUATES AND THEIR RESEARCH CONTRIBUTIONS



**Ayoub El Majjodi** defended his thesis titled “Recommender Systems and Nudges for Healthier Food Choices” on October 23rd. His research bridges AI, behavioral science, and public health—exploring how recommender systems can be designed to guide people toward better and more healthy eating habits. El Majjodi’s research was supervised by Professor Christoph Trattner and Associate Professor Alain Starke.

*“My PhD journey has been about more than algorithms and models. It has been about understanding people, how we make choices, how technology can guide us, and how recommender systems can serve as powerful tools for positive behavior change. My work focused on how AI can nudge users toward healthier and more sustainable eating habits, merging data science with behavioral insights to make technology truly meaningful.”*



**Sohail Ahmed Khan** successfully defended his dissertation on visual content verification, June 3rd. Sohail Ahmed Khan’s PhD research developed faster, semi-automated methods for detecting deepfakes and cheapfakes to help newsrooms detect visual misinformation in real-time while maintaining human oversight. The committee members were Professors Knut Helland, Bjørnar Tessem, Giulia Boato, and Nhien An Le Khac.



**Anastasiia Klimashevskaja** defended her thesis with success on December 15. The trial lecture was about bias in recommender systems. Her PhD thesis investigates how recommender systems over-promote popular content at the expense of niche items, explores debiasing techniques through both offline experiments and live A/B testing, and reveals the trade-offs between fairness, diversity, and recommendation quality in developing more equitable systems.



**Marianne Borchgrevink-Brækhus** successfully defended her PhD thesis about News experience: Understanding why and how audiences interact with news beyond audience metrics on December 9. In her thesis she challenges journalism's reliance on digital metrics by demonstrating through interviews and ethnographic methods that news use is shaped by lived experiences, context, and personal identities rather than just content preferences or time spent.



**Peter Andrews** defended his doctoral dissertation about Human-AI Interaction for Video Content on September 29th. He has studied how artificial intelligence can make videos more interactive, and thus create a better user engagement and understanding. One paper he has worked on tested the ability of using AI to “co-moderate” political debates on video. His framework describes the path from the video to data to a story and ends in interaction. We are proud to have had him as a PhD candidate in SFI MediaFutures, investing time and heart in this innovative academic work ●

to adjust the setup to improve the use of it, and PhD candidate Svenja Lys Forstner's trust label research, where she is testing C2PA technology on news images to determine whether visual trust indicators can improve public confidence in news media.

From these two projects, 39 students divided into 8 groups (4-5 per project) and developed 8 web-based prototypes that addressed different communication challenges. 3 of them were presented at the MediaFutures Annual Meeting. The result is a diverse range of solutions which aim to reduce information fatigue, increase understanding of source origins, help young people understand how a TV studio works, and strengthen users' ability to navigate a complex news landscape. With these projects, the students explored how visual interfaces, interaction design, and communication strategies can popularize research and make digital media more accessible, more accessible, more engaging, and more trustworthy for young adults.

*“The prototypes demonstrate how practical design work can support MediaFutures research-based innovation, especially for young people with short attention spans who find traditional research reports boring.”*

*– says Siri Andrea Akselvoll, assistant teacher at MIX100*

While the course was led by Lars Nyre, who gave lectures on innovation, usability principles, and academic writing, Frank Wisnes conducted practical workshops on design processes, insight work, concept development, prototyping, and user



# INNOVATION IN EDUCATION. MIX COURSE COLLABORATION

## ENGAGING AUDIENCES WITH RESEARCH-BASED INNOVATION THROUGH STUDENT-DRIVEN DESIGN

### How to communicate research-based innovation in the Age of AI?

In autumn semester 2025, we found an innovative solution by partnering with Professor Lars Nyre's MIX100 course at the Institute for Information Science and Media Studies at UiB. The collaboration gave us something we rarely have time to develop internally: fresh perspectives on how to communicate our innovation projects to the public.

The students' task was to communicate research-based innovation projects and their value to specific audiences. SFI MediaFutures acted as customer to which the students provided a service.

The partnership focused on two of our projects as starting points. The gaze-tracking research by Dr. Yuki Onishi, where she uses a gaze-tracking device on TV studio producers to analyse how they use software and hardware in the studio





testing. Our MediaFutures team offered guidance and gave students during the semester feedback to their work.

One of MediaFutures' challenges is making complex AI and media research accessible to the public. Innovation coordinator Christopher Senf stresses that these students showed creative ways to do exactly that: ways we wouldn't have thought of ourselves.

*"This collaboration proved that student innovation can be a strategic resource for research centers, and we're now looking at how to make this a regular part of how MediaFutures communicates its work".*

The three students projects which were presented at the MediaFutures Annual Meeting were:

1. QuickThink: Jenny Elise Beisland, Henriette Bakken, Ida Eltvik Grønnerød and Betty Omvik
2. Gaze catching: Tilde Stoltenberg, Kataryna Karlyk, Andrea Holstad Grimstad, Astrid Stokker
3. Trace It: Hanna Kluge, Malene Vedvik, Kasper Emil Larsen, Kaja Lund Næss, Petter Hagelund ●

## ACADEMIC PROMOTION

### PROMOTED TO FULL PROFESSOR



#### Mehdi Elahi, MediaFutures Work Package 2 Leader, has been promoted to Full Professor!

We are happy to have him as our colleague. Elahi is a very engaged researcher who always wants the best for his co-authors, PhDs and students. He earned his PhD in Computer Science from the Free University of Bozen-Bolzano and is specialized in recommendation systems contributing actively to the MediaFutures projects. He also serves as an Associate Professor II at the Norwegian School of Economics. A well-deserved recognition for his outstanding contributions! ●



# LERCHENDALKONFERANSEN

CHRISTOPH TRATTNER PRESENTS MEDIAFUTURES RESEARCH ON MISINFORMATION AND SOCIETY

The Lerchendal conference serves as an important meeting place for approximately 200 leaders and talents from politics, business, and academia. It is a platform where Norway's key decision-makers and innovators come together to discuss, share, and shape the future.

The conference is the perfect arena for those who want to shape the future, broaden their perspective, and gain new knowledge.

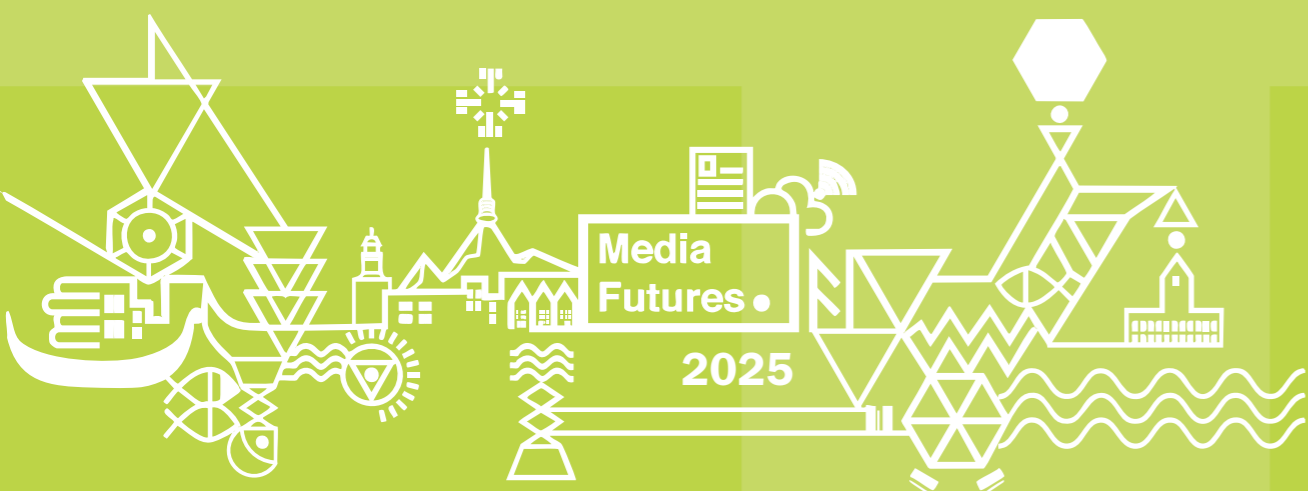
MediaFutures centre leader Christoph Trattner gave a presentation on Day 1 of the conference. He focused on our research on misinformation, addressing its broader meaning on democracy, the economy, and other societal areas.

This Year's Theme was: Geopolitics and the Technological Race How does the global power struggle impact technology, business, and value creation?

The conference is a collaboration between the Research Council of Norway, Tekna, NTNU, and SINTEF ●



PUBLIC OUTREACH





In March, our innovation coordinator Christopher Senf spoke at the first Oslo AI event of the year at Google's office in Oslo, addressing how we tackle misinformation and disinformation. This issue is at the core of our mission at MediaFutures: to develop media technology that is more responsible and trustworthy for users. As AI-driven content creation grows, so do the risks of manipulated or misleading information. Senf highlighted how we can identify these risks and leverage AI to counteract misinformation, ensuring that fact-checking and authentication remain stronger than ever in a rapidly evolving digital landscape. Many call this landscape chaotic, and for good reason. That's why several of our PhD candidates and researchers are working hard to find new ways to navigate and improve it.

At Oslo AI community meeting, we discussed how AI and data can be used responsibly to distinguish truth from falsehood in the digital world. With misinformation and disinformation spreading faster than ever, this isn't just a research challenge, but a necessity for a more trustworthy media landscape. That's why we work closely with Faktisk.no, Facterverse, BBC Verify, and are part of Project Reynir from the Medieklyngen bringing together expertise to develop better solutions for fact-checking and verification in an AI-driven world ●



# JOINT 25TH NORDIC CONFERENCE ON COMPUTATIONAL LINGUISTICS NODALIDA

## MEDIAFUTURES EXPERTS SHOWCASE NORWEGIAN LANGUAGE TECHNOLOGY RESEARCH

Our experts in Norwegian Language Technology participated in the Joint 25th Nordic Conference on Computational Linguistics (Hashtag#NoDaLiDa) in Estonia. Among them were Professor Lilja Øvrelid, Professor Erik Velldal, Associate Professor Samia Touileb, and PhD Candidate Huiling You, who presented groundbreaking research on Norwegian Hashtag#NLP.

### We're proud to share that the following papers were accepted:

1. Benchmarking Abstractive Summarisation: A dataset of human-authored summaries of Norwegian news articles. Samia Touileb, Vladislav Mikhailov, Marie Ingeborg Kroka, Lilja Øvrelid, Erik Velldal
2. NorEventGen: Generative event extraction from Norwegian news. Huiling You, Samia Touileb, Erik Velldal, Lilja Øvrelid

3. Large Language Models for Small Languages: A study of continual pretraining on languages of Norway. David Samuel, Vladislav Mikhailov, Erik Velldal, Lilja Øvrelid, Lucas Georges Gabriel Charpentier, Andrey Kutuzov
4. Mixed Feelings: Cross-domain sentiment classification of patient feedback. Egil Rønningstad, Lilja Charlotte Storset, Petter Mæhlum, Lilja Øvrelid, Erik Velldal
5. The Impact of Copyrighted Material on Large Language Models: A Norwegian perspective. Javier de la Rosa, Vladislav Mikhailov, Lemei Zhang, Freddy Wetjen, David Samuel, Peng Liu, Rolv-Arild Braaten, Petter Mæhlum, Magnus Breder Birkenes, Andrey Kutuzov, Tita Enstad, Svein Arne Brygfeldt, Jon Atle Gulla, Stephan Oepen, Erik Velldal, Wilfred Østgulen, Lilja Øvrelid, Aslak Sira Myhre

Congratulations to all authors for their contributions to advancing NLP for Norwegian and other small languages! ●



# INTERNATIONAL GOVERNANCE FORUM (IGF)

SHAPING THE FUTURE OF INTERNET GOVERNANCE AND TRUSTWORTHY MEDIA

The Norwegian Government invited MediaFutures to participate in the International Governance Forum (IGF), held from 23–27 June 2025 in Oslo. IGF is globally recognized as the most significant forum for shaping the governance of the internet.

Our partner Faktisk.no hosted a stand at the event, and the conference featured numerous sessions on mis- and disinformation—topics central to MediaFutures’ mission. MediaFutures aims to take an active role in the dialogue concerning rules, regulations, and governance mechanisms that support a trustworthy and inclusive digital ecosystem.

The IGF remains a highly influential agenda-setter for the future of the internet. It is recognized as a key global and inclusive platform for multistakeholder discussion, offering flexibility to integrate diverse perspectives and strengthening the participation of underrepresented groups that often lack visibility in more formal multilateral arenas. Norway supports the renewal of the IGF’s mandate when it comes before the UN General Assembly in 2025.



With the overarching theme “Building Governance Together,” Norway contributed a wide range of sessions and tracks, drawing strong interest from participants across sectors. These contributions underline Norway’s commitment to fostering robust, transparent, and collaborative governance of the internet ●



# PINT OF SCIENCE X MEDIAFUTURES

BRINGING AI AND MEDIA RESEARCH TO THE PUBLIC



Science communication does not have to be limited to simplified written texts in the news media. We wanted to share our research with a broader, non-academic audience. So we organised a MediaFutures Pint of Science event at Staatsraaden Bar in Bergen.

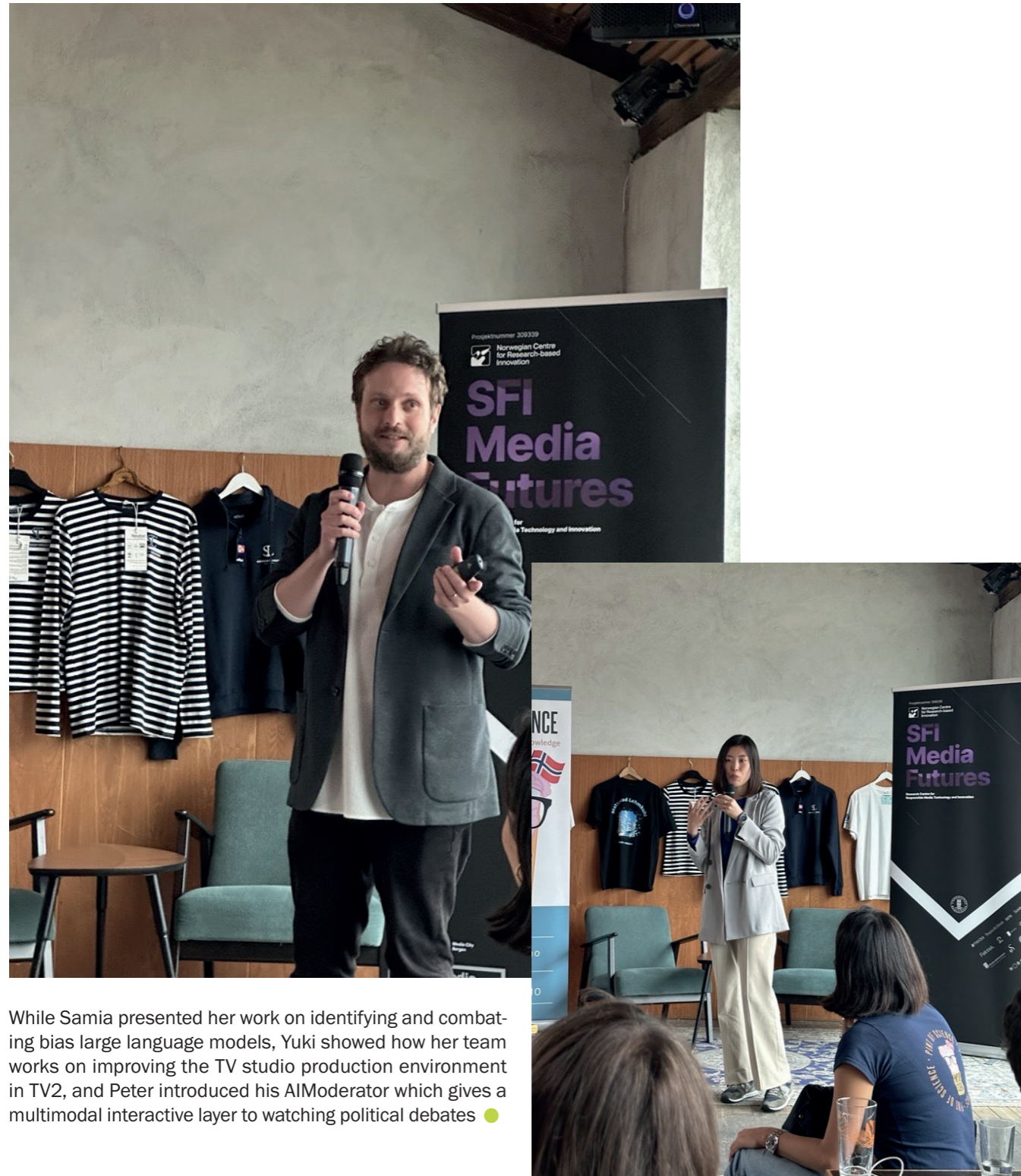
Pint of Science is a non-profit initiative run by a grassroots community of thousands of scientists around the world. Researchers present and discuss their work in relaxed settings like local pubs, cafés, or public spaces. By collaborating with Pint of Science Bergen/Norway, we aimed to bring our research on responsible media technology in the age of AI to *bergensere* (residents of Bergen) — in an accessible language and with room for open discussion.

On Thursday, 26th of June at 7 PM, our researchers Samia Touileb, Yuki Onishi, and Peter Andrews each gave a 15-minute talk on their current projects.

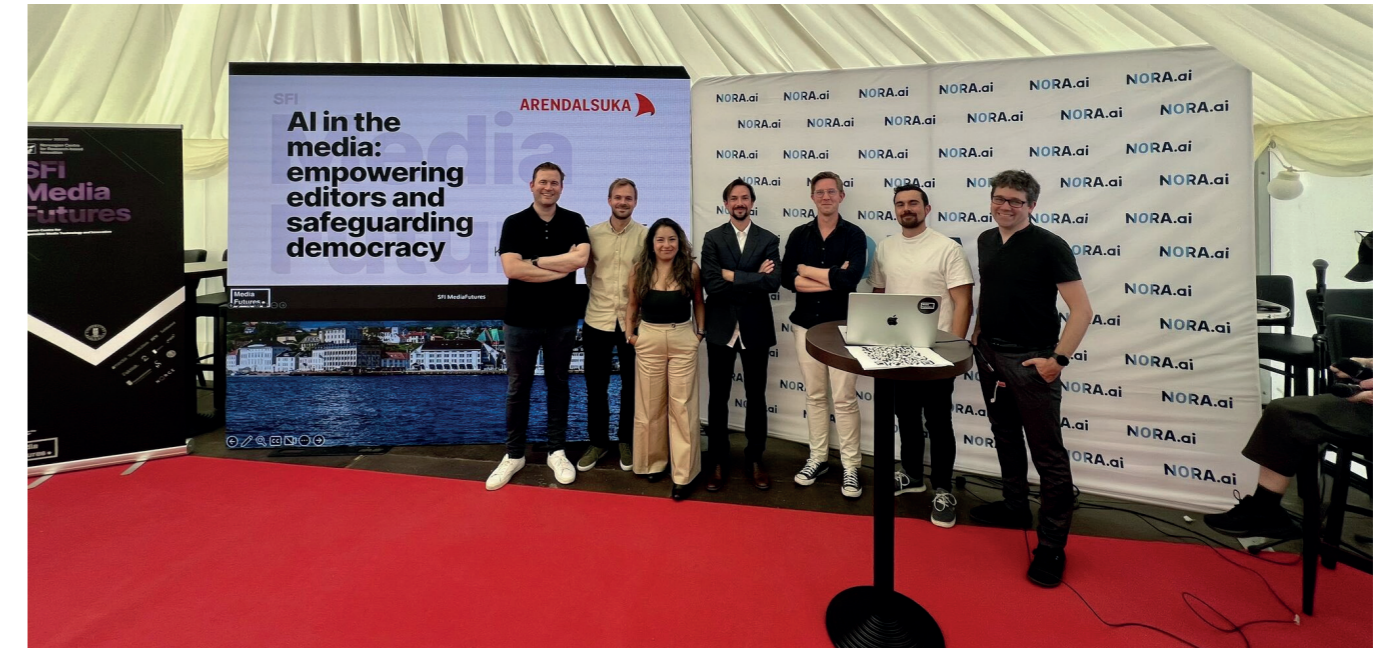
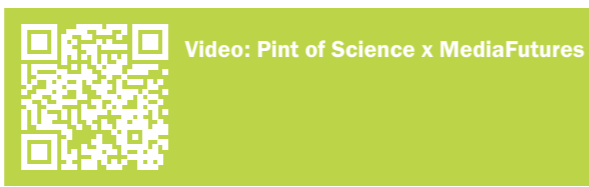


# MEDIAFUTURES AT ARENDALSUKA

HOW ARTIFICIAL INTELLIGENCE CAN EMPOWER EDITORS AND SAFEGUARD DEMOCRACY



While Samia presented her work on identifying and combating bias large language models, Yuki showed how her team works on improving the TV studio production environment in TV2, and Peter introduced his AIModerator which gives a multimodal interactive layer to watching political debates ●



August 12, SFI MediaFutures hosted a session at Arendalsuka titled “AI in the Media: Empowering Editors and Safeguarding Democracy”, in collaboration with some of our industry partners. The event brought together researchers, innovators, and media professionals to explore how artificial intelligence (AI) can support a more responsible, transparent, and democratic media landscape.

The session was structured into three thematic parts, each highlighting how AI can be used to strengthen editorial practices and protect the public from misinformation:

### Part 1: Introducing MediaFutures

Anne Nielsen, Administrative Coordinator at MediaFutures, opened the session with an introduction to the centre’s mission: advancing responsible media technology and innovation. Centre Director Christoph Trattner followed with a presentation on how MediaFutures is tackling visual misinformation using technologies such as C2PA.



One of the many things we do in MediaFutures is to contribute to the development of a new standard to inform about image manipulations, called **C2PA**

## Part 2: AI as a Tool to Empower Editors

TV2's AI team, Lubos Steskal and Chris Ronald Hermansen, shared insights from their project KI-Kjetil, where a virtual avatar was used to explore new possibilities in journalism.

Morten Langfeldt Dahlback from Faktisk.no presented how AI can support fact-checking and investigative journalism, reinforcing the editor's role in today's complex information environment.

## Part 3: AI as a Tool to Safeguard Democracy

Christopher Senf, Innovation Coordinator at MediaFutures, demonstrated how AI can be used to moderate political debates and counter disinformation. Gaute Kokkvoll from Factiveuse concluded the session by showcasing how their technology verifies political claims in real time, a vital contribution to a more informed public discourse.

### Why This Matters

As a research centre for responsible media technology and innovation, MediaFutures is committed to being present where societal dialogue takes place. Arendalsuka offers a unique platform to demonstrate how research and industry collaboration can lead to technological solutions that are not only advanced, but also ethically sound and socially beneficial. Through initiatives like this, we work toward our vision: to shape the future of media technology with responsibility, openness, and innovation, for the benefit of both the media industry and democratic society ●

# BOOK LAUNCH

IN THE PALM OF THEIR HANDS BY JOHN MAGNUS R. DAHL



The smartphone is indispensable for young people. So, if you want to reach the youth, you have to understand how you can be part of the digital world, but still be you! Assistant professor John Magnus R. Dahl had some clear advice for media companies after he presented his book "Teen Boys and their Smartphones as Worldmaking Devices" at his old work place at SFI MediaFutures.

*"You should still be the serious news media you are, but at the same time you need to be on platforms like TikTok to reach the youth, just be authentic."*



In his book he described how he spent two years on ethnographic fieldwork, following six teenage boys on- and offline to find out how they use their smartphones to create a world for themselves and their peers. Now, he often gets invited by media companies to fine tune their strategy towards young people.

*"Research does not have to be in the lab. I learned a lot by speaking and observing these six boys" ●*



In the picture: Vice-Rector for Research Education and Internationalization Kristoffer Chelsom Vogt, Professor Kristine Jørgensen and John Magnus R. Dahl.

# FUTURE WEEK

EXPLORING AI, DISINFORMATION, AND EMERGING TECHNOLOGY SHAPING THE FUTURE OF MEDIA

Medieklyngen  
Media Cluster Norway

## Future Week 2025

# Nordic CTO Panel: What Are the CTOs Looking For?

Partners:

**Christian Birkeland**  
TV 2

**Annsofi Eriksson**  
SR

**Aino Olsen**  
DR

**Janne Yli-Äyh**  
YLE

**Pål Nedregotten**  
NRK

Future Week is an annual conference organised by Media Cluster Norway discovering new technology for media, communication and decision making. This year's conference which took part between 23 - 26 September, was marked by AI, tech trends, disinformation and visual storytelling and attracted around 300 participants for over two days.

At Future Week, the CTOs from Norsk rikskringkasting (NRK), TV 2, Yle, Sveriges Radio, and DR - Danmarks Radio came together for a unique conversation about how technology is shaping the future of media. Amongst them were Christian Birkeland (TV2) and Pål Nedregotten (NRK) who are both members of our steering board at MediaFutures. As representatives of two of our key industry partners, they play a vital role in shaping the strategic direction of the consortium. Their deep understanding of the media landscape helps us align our research with real-world needs and challenges. At MediaFutures, we are driven by innovation, developing, testing, and evaluating new services, products, methods, and tools that push the media industry forward. One of our steering board members, Juan Carlos Lopez Calvet, also talked about their work experience with AI in Schibsted.

Medieklyngen  
Media Cluster Norway

## Future Week 2025

# 7 months with OpenAI - This is what we have learned

With  
Fredric Karén & JC Lopez,  
Schibsted

Partners:

AI is still considered a sandbox where we try to figure out its potential to improve us and our work. We in MediaFutures gather the expertise from 15 industry partners on AI, amongst others to develop media technology for the future ●

# NEWS RECOMMENDERS MADE BY SFI MEDIAFUTURES

## MEDIAFUTURES SHOWCASES RESEARCH ON PERSONALIZED AND RESPONSIBLE NEWS RECOMMENDATION AT THE ACM RECOMMENDER SYSTEMS (RECSYS) CONFERENCE

On September 22-26, 2025, SFI MediaFutures proudly participated in the 19th ACM Conference on Recommender Systems. The team presented their work in multiple academic workshops, including four presentations at the 13th International Workshop on News Recommendation and Analytics (INRA2025). The workshop served as a vibrant platform to explore the future of news recommendation systems, with a strong focus on personalization, emotional alignment, humor, and content provenance.

MediaFutures' team presented four innovative research papers, each exploring new dimensions of news recommendation systems and the role of generative AI in shaping user experiences. The first presentation, led by research assistant Gloria Kasangu, introduced a longitudinal evaluation study on the effects of personalization in news recommender systems. The study investigates whether users truly benefit from increased personalization, offering early insights into long-term user engagement and satisfaction. Research assistant Tobias Jovall Wessel followed with a creative exploration of satirical reframing of news articles using large language models (LLMs). His work examines how humor and satire can make news more accessible and engaging, raising important questions about tone and audience perception. Associate professor Alain D. Starke presented research conducted with Jørgen Eknes-Riple, Jia-Hua Jeng, and Khadiga Seddik on emotional alignment in news recommendations. This study used LLMs to reframe articles to match users' emotional states, investigating how such alignment influences user choices and engagement. The final presentation featured PhD candidate Svenja Lys Forstner and research assistant Yelyzaveta Lysova, who showcased a study on image provenance labeling using C2PA technology. Inspired by food packaging labels, their work tested the effectiveness of visual indicators such as "Content Credentials" in helping users identify AI-generated or altered images in news content.

All four projects reflect MediaFutures' commitment to responsible innovation, user-centric design, and the strategic use of generative AI in media technology research. The work was supervised by Centre Director Christoph Trattner, highlighting the centre's leadership in advancing trustworthy and impactful media solutions. MediaFutures continues to push the boundaries of news recommendation research and looks forward to sharing further developments in the near future.

**In total six publications were accepted at different workshops co-located with ACM**



Svenja Lys Forstner, Yelyzaveta Lysova, Alain D. Starke, Tobias J. Wessel

### RecSys 2025:

1. More of the Same? A Longitudinal Evaluation of Two Similarity-based Approaches in a News Recommender System. Kasangu, G., Starke, A., Trattner, C. INRA Workshop. 2025.
2. Using Large Language Models to 'Lighten the Mood': Satirically Reframing News Recommendations to Reduce News Avoidance. Wessel, T., Trattner, C., Starke, A. INRA Workshop. 2025
3. Evaluating Image Trust Labels in a News Recommender System. Forstner, S. L., Lysova, Y., Starke, A. D., Trattner, C. INRA Workshop. 2025.
4. Hope, Fear, or Anger? How Emotional Framing in a News Recommender System Guides User Preferences. Eknes-Riple, J., Hua, J., Jeng, J., Starke, A. D., Seddik, K. M. A., Trattner, C. INRA Workshop. 2025.
5. Nudging Healthy Choices: Leveraging LLM-Generated Hashtags and Explanations in Personalised Food Recommendations. El Majjodi, A., Trattner, C., Starke, A., Petruzzelli, A., Musto, C. IntRS Workshop. 2025.
6. LLM-based Healthiness? Analyzing the Nutritional Quality of an AI-Generated Recipe Dataset. El Majjodi, A., Trattner, C., Holtan, J. B., Starke, A. RecSoGood Workshop. 2025.

# CSCW

## PARTICIPATION AND LEADERSHIP AT THE 28TH ACM CSCW CONFERENCE IN BERGEN

From 18–22 October, the 28th ACM SIGCHI Conference on Computer-Supported Cooperative Work & Social Computing (CSCW) took place in Bergen. CSCW is the premier international venue for research on the design and use of technologies that support collaboration in groups, organizations, communities, and networks.

MediaFutures participated as a Silver Sponsor, with Work Package Leader Morten Fjeld serving as Industry and Sponsorship Chair, together with Professor Frode Guribye, who served as Local Organisation Chair.

The conference brought together 815 participants from around the world. CSCW continues to unite leading researchers and practitioners to explore the technical, social, and theoretical challenges of technologies that enable cooperative work and everyday collaborative activities ●



# ANNUAL MEETING 2025

## NAVIGATING UNCERTAINTY WITH AI

From positive outlooks to critical perspectives on AI in media. This is how the Annual Meeting 2025 went.

The MediaFutures Annual Meeting 2025 gathered 140 researchers, industry partners, and technology experts to discuss new developments in artificial intelligence for the media sector. This year's theme, "Navigating Uncertainty with AI: Battling Misinformation and Empowering Users," highlighted both the potential and the challenges AI poses for journalism, communication, and creative industries. The meeting started with opening words by the Deputy Leader of the Infomedica Institute at UiB, Lars Nyre, Synnøve Kristine N. Bendixsen, Dean of the SV Faculty, Christian Birkeland, Chief Digital Officer at TV 2, and Christoph Trattner, Director of MediaFutures, cherishing the collaboration between academia and industry.

### Expanding Capabilities and Creativity

The first keynote, by Cornelia Bjørke-Hill from Microsoft Norway, focused on using AI to support workflow and improve efficiency. She warned that human capacity has reached its limits:

*"Statistically, every second minute we are getting interrupted at work and have less time to focus, so we need support from AI. People often turn to AI because it's fast, always available, and full of ideas."*



Cornelia Bjørke-Hill, Microsoft Norway

She shared practical examples from her daily work, including prompts and AI agents for tasks like social media posts and press releases. Her final advice was simple: "Whatever you use AI for, always do a final check before you use the content it creates." Following her, Alex Connock explored the creative possibilities AI opens for media professionals. He urged companies to rethink old habits before disruption forces them: "We must disrupt ourselves, because a big disruption is coming anyway." He emphasized that AI should be central to any media strategy: "The only value in your business is what the AI cannot do." Connock also highlighted emerging opportunities, from restoring old films to translating ancient scrolls, while cautioning against misuse and profiling. He



Alex Connock, University of Oxford

predicted that by 2026, AI agents handling entire creative workflows would become mainstream.

### Technology in Action

Speakers from Google, Microsoft, and Schibsted offered perspectives on AI in today's media landscape. Zhixian Bao from Google Norway highlighted the rise of multimodal AI: "Multimodality is a key trend in 2025. Forty percent of our time goes to finding information." Maxim Salnikov from Microsoft reminded the audience that humans must remain in control:

*"We humans control the agents. We set the direction. Success starts not with technology but with company culture."*

From a media perspective, Victorina Demirel from Schibsted noted how AI platforms are changing user habits:

*"People may no longer go to the original news source. We want to experiment responsibly, be transparent, and advocate for ethical clarity. I believe truth, trust, and technology can and must coexist."*

### A deeper look at bias, trust and human signals

The next part of the programme shifted toward the risks, limits, and responsibilities that come with AI. Mor Naaman from Cornell Tech shared findings from a study where people used AI to write petitions on an online platform. The result was the opposite of what many hoped. The texts didn't become

better, they became "more similar and less diverse." He said true empowerment comes from giving users "the opportunity to send the right signals." When we rely too heavily on AI, we lose what he called the "lost signals" of communication: authenticity, ownership, effort, and attention.

From the Center for Digital Narrative, Jill Walker Rettberg warned about subtle cultural biases hidden inside AI-generated stories. She gave simple, memorable examples: "American stories are nostalgic, Norwegian stories are about fjords, German stories carry a subtle past trauma." Her question to the room was direct: What happens when such underlying biases appear in speeches or media content? Ingmar Weber from Universität des Saarlandes offered a different angle by asking what "slow" or "mindful AI" might look like. He reminded everyone that misinformation is not the only problem. "There is also a lack of tolerance and solidarity." And not every person or every situation needs AI at all. As he put it: "Not everyone needs a car, right?"

### Personalisation, newsroom tools and new routines

The following talks brought the focus back to practical solutions about how to strengthen trust, improve communication, and support journalists in a changing media landscape.

Daniel Catalán from UC3M presented both short- and long-term approaches, ranging from media and digital literacy in early education to better platform governance and community-based networks. He shared findings from a social

November 13, 2025  
Scandic Ornen, Bergen

**Annual Meeting 25**

**Media Futures**

**Navigating Uncertainty with AI: Battling Misinformation & Empowering Users**

Register now → [mediafutures.no](http://mediafutures.no)

Speakers: Zhixian Bao (Google Norway), Mor Naaman (Cornell Tech), Ingmar Weber (Saarland University), Cornelia Bjørke-Hill (Microsoft Norway), Alex Connock (University of Oxford), Victorina Demirel (Schibsted), Jill Walker Rettberg (Center for Digital Narrative), Maxim Salnikov (Microsoft Norway), Chris R. Hermansen (TV2), Erik Bonesvoll (Armedia), Magnus Aabech (DH Media Group), Daniel C. Matamoros (UC3M Mediaso), Christoph Trattner (MediaFutures), Christian Birkeland (TV2), Bart Gochthals (Froomie), Stefan Kollinger (ORF), Jan Stian Vold (Bergens Tidende), Nataliya Nymo (Vårt).

Logos: Faktisk, NRK, nb.no, vizrt, NORCE, Zingales JOL Båren, on media group, Schibsted, Factis, armedia, WOLFTACK, SFI Media Futures.



Christian Birkeland, TV2

port journalists by revealing which questions readers actually have, helping them write clearer and more relevant stories.

From ORF, Stefan Kollinger presented AI tools already in daily use in their newsroom. AiDitor transforms content into text, audio, or video, while the O-R-F Online Research function lets users “ask questions to ORF content” based on millions of archived pieces. Stefan underlined one key lesson: “It’s all about the database.” And to maintain trust, he stressed the importance of being clear about which parts of the content are AI-generated.

### Editors speak openly about real newsroom challenges

A panel of editors from DN Media Group, TV 2, Bergens Tidende, Amedia, and Schibsted discussed how their newsrooms are using AI and what challenges they face. While enthusiasm for AI was high, the conversation also highlighted practical and ethical challenges.

Chris Ronaldsen from TV 2 noted that discussions often focus more on AI benefits than difficulties, and Jan Stian Vold from BT observed that many journalists still struggle to use new tools effectively. Magnus Aabech stressed the importance of prioritizing user needs over trends, while Victorina Demirel and Erik Bonesvoll underscored responsible implementation, trust, and transparency.

experiment showing that “the most effective messages are narrative-based and positively framed.” Daniel also reminded the audience that uncertainty is a natural part of research: “Being 100 percent sure in science doesn’t exist and that’s okay.”

Next, Bart Goethals from Froomle spoke about the growing need for personalized news. “People expect personalized experiences,” he said, “but newsrooms must earn that trust.”

He demonstrated Froomle Voice, a multi-agent system where users can “chat” with the news as if having a private conversation. Bart explained how this type of interaction can sup-



Ingmar Weber, Saartand University; Mor Naaman, Cornell Tech; Jill Walker Rettberg, Center for Digital Narrative

### Celebrating new talent

The day concluded by highlighting emerging researchers. Sixteen posters and four demos were presented, and both the scientific jury and the audience voted after one-minute pitches.

The winners were Yuki Onishi for her gaze-tracking project with Vizrt and TV 2, and Khadiga Seddik for her work on personalizing headline styles with LLMs.

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Bart Goethals, Froomle

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The first keynote, by Cornelia Børke-Hill from Microsoft Norway, focused on using AI to support workflow and improve efficiency. She warned that human capacity has reached its limits:

*“Statistically, every second minute we are getting interrupted at work and have less time to focus, so we need support from AI. People often turn to AI because it’s fast, always available, and full of ideas.”*

She shared practical examples from her daily work, including prompts and AI agents for tasks like social media posts and press releases. Her final advice was simple: “Whatever you use AI for, always do a final check before you use the content it creates.” Following her, Alex Connock explored the creative possibilities AI opens for media professionals. He urged companies to rethink old habits before disruption forces them: “We must disrupt ourselves, because a big disruption is coming anyway.” He emphasized that AI should be central to any media strategy: “The only value in your business is what the AI cannot do.” Connock also highlighted emerging opportunities, from restoring old films to translating ancient scrolls, while cautioning against misuse and profiling. He predicted that by 2026, AI agents handling entire creative workflows would become mainstream.



Mor Naaman, Cornell Tech

goes to finding information.” Maxim Salnikov from Microsoft reminded the audience that humans must remain in control:

*“We humans control the agents. We set the direction. Success starts not with technology but with company culture.”*

From a media perspective, Victorina Demirel from Schibsted noted how AI platforms are changing user habits:

*“People may no longer go to the original news source. We want to experiment responsibly, be transparent, and advocate for ethical clarity. I believe truth, trust, and technology can and must coexist.”*

#### A deeper look at bias, trust and human signals

The next part of the programme shifted toward the risks, limits, and responsibilities that come with AI. Mor Naaman from Cornell Tech shared findings from a study where people used AI to write petitions on an online platform. The result was the opposite of what many hoped. The texts didn’t become better, they became “more similar and less diverse.” He said true empowerment comes from giving users “the opportunity to send the right signals.” When we rely too heavily on AI, we lose what he called the “lost signals” of communication: authenticity, ownership, effort, and attention. From the Center for Digital Narrative, Jill Walker Rettberg warned about subtle cultural biases hidden inside AI-generated stories. She gave simple, memorable examples: “American stories are nostalgic, Norwegian stories are about fjords, German stories carry a subtle past trauma.” Her question to the room was direct: What happens when such underlying biases appear in speeches or media content? Ingmar Weber from Universität des Saarlandes offered a different angle by asking what “slow” or “mindful AI” might look like. He reminded everyone that misinformation is not the only problem. “There is also a lack of tolerance and solidarity.” And not every person or every situation needs AI at all. As he put it: “Not everyone needs a car, right?”



Stefan Kollinger, ORF



Victorina Demirel, Schibsted



Zhixian Bao, Google Norway

#### Personalisation, newsroom tools and new routines

The following talks brought the focus back to practical solutions about how to strengthen trust, improve communication, and support journalists in a changing media landscape.

Daniel Catalán from UC3M presented both short- and long-term approaches, ranging from media and digital literacy in early education to better platform governance and community-based networks. He shared findings from a social experiment showing that “the most effective messages are narrative-based and positively framed.” Daniel also reminded the audience that uncertainty is a natural part of research: “Being 100 percent sure in science doesn’t exist and that’s okay.”

Next, Bart Goethals from Froomle spoke about the growing need for personalized news. “People expect personalized experiences,” he said, “but newsrooms must earn that trust.”

He demonstrated Froomle Voice, a multi-agent system where users can “chat” with the news as if having a private conversation. Bart explained how this type of interaction can support journalists by revealing which questions readers actually have, helping them write clearer and more relevant stories.

From ORF, Stefan Kollinger presented AI tools already in daily use in their newsroom. AiDitor transforms content into text,



Ingmar Weber, Saartand University

audio, or video, while the O-R-F Online Research function lets users “ask questions to ORF content” based on millions of archived pieces. Stefan underlined one key lesson: “It’s all about the database.” And to maintain trust, he stressed the importance of being clear about which parts of the content are AI-generated.

#### Editors speak openly about real newsroom challenges

A panel of editors from DN Media Group, TV 2, Bergens Tidende, Amedia, and Schibsted discussed how their newsrooms are using AI and what challenges they face. While

enthusiasm for AI was high, the conversation also highlighted practical and ethical challenges.

Chris Ronaldsen from TV 2 noted that discussions often focus more on AI benefits than difficulties, and Jan Stian Vold from BT observed that many journalists still struggle to use new tools effectively. Magnus Aabech stressed the importance of prioritizing user needs over trends, while Victorina Demirel and Erik Bonesvoll underscored responsible implementation, trust, and transparency.

### Celebrating new talent

The day concluded by highlighting emerging researchers. Sixteen posters and four demos were presented, and both the scientific jury and the audience voted after one-minute pitches.

The winners were Yuki Onishi for her gaze-tracking project with Vizrt and TV 2, and Khadiga Seddik for her work on personalizing headline styles with LLMs.

The MediaFutures Annual Meeting 2025 demonstrated the centre's continued commitment to developing responsible and human-centred AI solutions for the media sector. By combining academic research, technological innovation, and industry collaboration, MediaFutures aims to support a more informed, resilient, and trustworthy media ecosystem.

The centre thanks all speakers, partners, and participants for their contributions and looks forward to welcoming them again in 2026 ●



*"I am impressed by how much interest our MediaFutures Annual Meeting attracts, how professional we have become in organizing these meetings, and how many internationally recognized high-profile speakers choose to come and share their insights and knowledge on responsible AI — and do so entirely for free. Wow."*

- Centre Director  
Christoph Trattner

# AWARDS AND PRIZES

## CELEBRATING EXCELLENCE IN RESEARCH AND SCIENCE COMMUNICATION AT MEDIAFUTURES



**Congratulations to MediaFutures associate professor Fazle Rabbi for being appointed a Bergen Ambassador** after successfully organizing the NIKT24 conference last year. Bergen Ambassador is an acknowledgement from the City of Bergen and Visit Bergen to individuals who have helped create interest in and enthusiasm for the Bergen region. Rabbi received the recognition for his contribution in organising the NIKT24 conference—an event that brought more than 100 of Norway's leading IT researchers to Bergen for three days. We are proud to have dedicated experts like Fazle Rabbi helping to strengthen Bergen's position as a leading conference city ●

**Recognised for outstanding science communication: Samia Touileb awarded and inducted into Young Academy of Norway (AYF).** Associate Professor Samia Touileb has been honoured for her educational work on making advanced technology and research understandable to the general public, both extensively and with high quality, humor, and precision. She has been awarded the 2025 Communication Award by the Faculty of Social Sciences at the University of Bergen (UiB), and has been inducted as a new member of the Young Academy of Norway.

The faculty highlights Samia's outstanding communication work in artificial intelligence and language technology, and her ability to make complex concepts easily understandable through clear and pedagogical presentation.

"Samia combines academic depth with a genuine passion for sharing knowledge. She demonstrates how research can contribute to a more informed and ethical conversation about the role of technology in society," the committee's justification reads.

She has given over 40 invited talks and participated in numerous panels, both nationally and internationally. She has spoken to researchers, politicians, students, and the general public, putting UiB on the map. Alongside receiving the Communication Award, Samia is also being inducted as a new member of the AYF. This year's competition was especially tough, with 88 applications, the highest number in AYF's history. The 10 new members will be part of the Academy for the period 2025–2029.

The Young Academy of Norway is an independent, interdisciplinary, and diverse network that brings together some of the country's most engaged young researchers. They focus on promoting the value of knowledge and free research in society and are a driving force for innovative research communication ●



*"I am moved, proud, and grateful to receive the Communication Award and to become part of AYF. For me, research communication is about building bridges and highlighting the role of research in societal development."*



**Read the original article about Samias success in Norwegian**  
The article was first published at [uib.no/infomedia](http://uib.no/infomedia) by Małgorzata Anna Pacholczyk

# NEW INTERNATIONAL ADVISORY COMMITTEE

APPOINTED UNTIL 31ST DECEMBER 2026

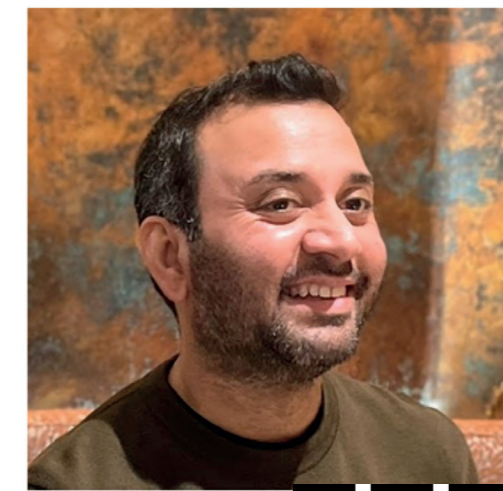
SFI MediaFutures has established an International Advisory Committee composed of independent, internationally renowned experts at the intersection of media, technology, and AI innovation. The Committee serves as a high-level strategic resource for the Centre, providing direct input and guidance to both the Centre Management and the Steering Board on key priorities including research direction, internationalization, grant strategy, and long-term sustainability

planning. Drawing on diverse international perspectives and deep expertise in the rapidly evolving media and technology landscape, the Committee plays a vital role in ensuring that MediaFutures remains at the forefront of responsible media innovation. The International Advisory Committee convenes twice a year, creating a dedicated forum for critical reflection and forward-looking strategic dialogue at the highest level.

## Members from high-profile European institutions



**Natali Helberger**  
Advisory Committee Member  
University of Amsterdam



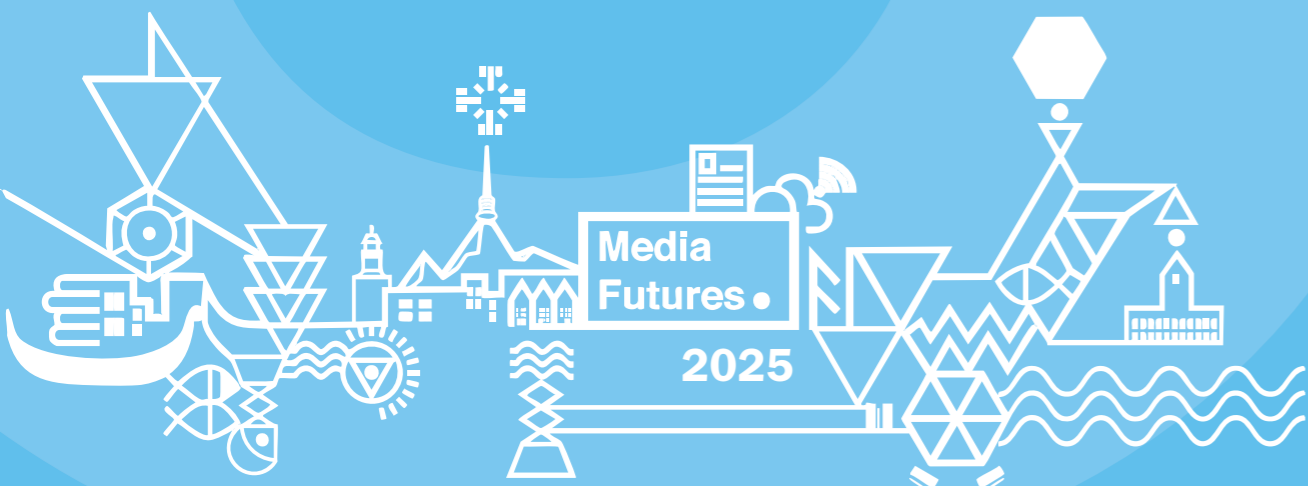
**Jatin Aythora**  
Advisory Committee Member  
BBC



**Alexandre Rouxel**  
Advisory Committee Member  
The European Broadcasting Union – EBU



**Sofie Hvitved**  
Advisory Committee Member  
Copenhagen Institute for Futures Studies



Members from prestigious US institutions:



**Ricardo Baeza-Yates**  
Advisory Committee Member  
Northeastern University, University



**Luciano Floridi**  
Advisory Committee Member  
Yale University



**Mor Naaman**  
Advisory Committee Member  
Cornell University



**Nicholas Diakopoulos**  
Advisory Committee Member  
Northwestern University



This is our new International  
Advisory Committee  
by Janina Wildermuth

# RESEARCH STAYS

YOUNG INTERNATIONAL RESEARCHERS IN RESIDENCE



**Dr. Thais Barbosa de Almeida,**  
Postdoctoral Researcher  
Université Bordeaux Montaigne, France  
April 2025

APR



**Tania Forja Pena, PhD Candidate**  
Universidade de Santiago de  
Compostela, Spain  
April - June 2025

APR  
-JUN



**Thomas Kolb, PhD Candidate**  
TU Vienna, Austria  
September - November 2025

SEP  
-NOV

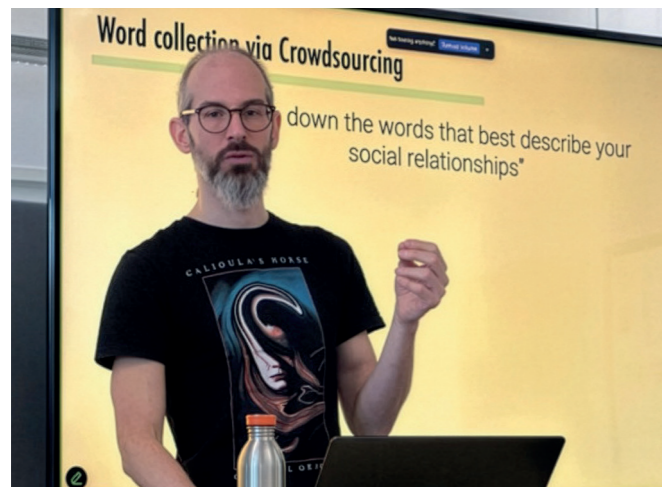
# VISITORS

## INTERNATIONAL GUEST SPEAKERS



### DMJX Leaders Explore MediaFutures in Bergen

On February 28, we had the pleasure of welcoming Jens Grund (Prorector), Henrik P. Berggren (Head of Journalism and Photojournalism), and Henrik Wilhelm Jørgensen (Academic Project Manager) from DMJX – Danmarks Medie- og Journalisthøjskole to Bergen! Their visit was all about learning, sharing ideas, and getting a closer look at how we work at MediaFutures.



### Associate Prof. Luca Aiello

IT University of Copenhagen

MediaFutures seminar series—The Language of Coordination: From Human to AI Agents

**MAR  
21**



### Associate Prof. Sole Pera

Delft University of Technology

Associate Prof. Sole Pera on Into the AI-Known—How Search and Recommender Systems Shape Children’s Online Experiences & the Path to Safer Information Access

### Lukas Wegmeth & Tobias Vente,

Intelligent Systems Group (University of Siegen) in Siegen PhDs Lukas Wegmeth & Tobias Vente on Green Recommender Systems—Minimizing Carbon Footprint for Sustainable Personalization

**APR  
4**



### Prof. Shlomo Berkovsky

Australian Institute of Health Innovation, Macquarie University. MediaFutures Seminar series—Boosting user Trust to increase the uptake of Recommendations

**JUN  
2-6**



### Dr. Reshmi Pillai

Vrije University, Amsterdam

Dr. Reshmi Pillai gave a talk on responsible AI for local journalism where she presents an ongoing research project where she presented recent and ongoing research.

**AUG  
27**



### Nitesh Goyal

Researcher from Google Deepmind

Nitesh Goyal held presentations “Designing AI Responsibly” and “Designing for Sensemaking Translucence”.

**OCT  
22**

# 14 PARTNERS ACROSS 9 COUNTRIES

● **Northwestern University**  
USA

● **Cornell University**  
USA

● **Northeastern University**  
USA

● **Yale University**  
USA

● **The Open University**  
**BBC**  
Great Britain

● **Copenhagen Institute for Future Studies**  
Denmark

● **University of Gothenburg**  
Sweden

● **Vrije Universiteit**  
**University of Amsterdam**  
Netherlands

● **University of Regensburg**  
Germany

● **EBU Broadcasting Union**  
Switzerland

● **Universität Klagenfurt**  
Austria

● **Università degli Studi**  
**di Bari Aldo Moro**  
Italy

# NEW STAFF

## WELCOMING NEW RESEARCHERS AND ASSISTANTS



### **Yuki Onishi, Researcher**

Dr. Yuki Onishi began her role as a Researcher in Work Package 4 in January. She received BSc in Engineering, MSc and PhD in Information Sciences at Tohoku University, Sendai, Japan. Her research activities are situated in the field of Human-Computer Interaction with a focus on tangible interfaces, VR and AR, workspace/spatial design, and immersive experiences. After completing her PhD, she began her career as a Research Scientist at Singapore Management University, where she got involved to developing Human-AI interaction technique for VR systems. She is interested in designing and developing interfaces and analyzing human behavior.



### **Yelyzaveta Lysova, Research Assistant**

Yelyzaveta Lysova joined MediaFutures as a Research Assistant in March. She holds a bachelor's degree in information science from the University of Bergen and is planning to pursue a master's degree. In her free time, she enjoys working out and playing computer games.



### **Mapalo Kayeyi, Research Assistant**

Mapalo started her position as a Research Assistant at MediaFutures in August. She has a Bachelor in cognitive science and takes now the master's in information science at the University of Bergen. In her free time, she likes to exercise, travel and do craft-work.



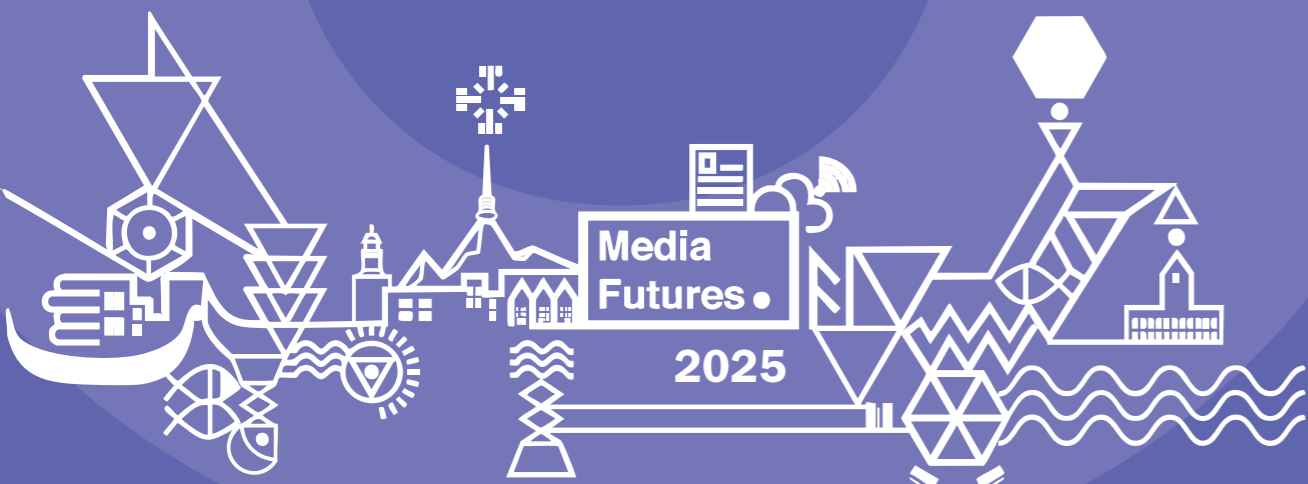
### **Svenja Lys Forstner, PhD Candidate**

Svenja Lys Forstner began her PhD in Work Package 2 in July, after working at MediaFutures as a research assistant where she contributed to research on image provenance labels as part of Project Reynir. She holds a Bachelor's degree in Media Design Computing from Hochschule Hannover, Germany, and a Master's degree in Media and Interaction Design from the University of Bergen. Her master thesis focused on designing accessible news experiences for people with dyslexia, reflecting her strong research interest in digital accessibility. Svenja's PhD project explores user-centered interventions aimed at reducing selective news avoidance among young audiences.



### **Patrycja Maria Pankau, Research Assistant**

Patrycja joined MediaFutures as a Research Assistant in December. She holds a Master's degree in Digital Culture from the University of Bergen and a Master's degree in Film and Audio-Visual Culture Studies from the University of Gdańsk. In addition to her role at MediaFutures, Patrycja also works as a Research Assistant at the Department of Sociology at the University of Bergen ●



# STAFF

## Centre Management

Name	Affiliation	Additional Information
Christoph Trattner	UiB	Centre Director, WP2-leader, Professor
Anne Nielsen	UiB	Administrative Coordinator
Christopher Senf	UiB	Innovation Coordinator
Siri Skjerping	UiB	Financial Officer
Janina Wildermuth	UiB	Communication Officer
Tobias Jovall Wessel	UiB	Research Assistant
Mapalo Kayeyi	UiB	Research Assistant
Yelyzaveta Lysova	UiB	Research Assistant

## Researchers

Name	Affiliation	Additional Information
Samia Touileb	UiB	WP5-leader, Associate Professor
Erik Knudsen	UiB	WP1-leader, Associate Professor
Mehdi Elahi	UiB	WP2-leader, Professor
Anastasiia Klimashevskaja	UiB	WP2, PhD, Researcher
Alain Starke	University of Amsterdam	WP2, Associate Professor
Andreas Lothe Opdahl	UiB	WP3, Professor
Fazle Rabbi	UiB	WP3-leader, Associate Professor
Vinay Setty	UiS	WP3, Associate Professor
Enrico Motta	Open University, UK	WP3, Professor
Bjørnar Tessem	UiB	WP3-leader, Professor
Morten Fjeld	UiB	WP4-leader, Professor
Frode Guribye	UiB	WP4, Professor
Oskar Juhlin	Stockholms Universitet	WP4, Professor II
Ingar Mæhlum Arntzen	NORCE	WP4, Senior Researcher
Lilja Øvrelid	UiO	WP5-leader, Professor
Erik Velldal	UiO	WP5, Professor
Dietmar Jannach	Universität Klagenfurt	WP2, Professor II
Yuki Onishi	UiB	WP4, Researcher

## Industry Partners

Name	Affiliation	Additional Information
Siri Øyen Larsen	Amedia	WP2, Senior Data Scientist, Industry Project Partner
Emiliano Guevara	Amedia	Industry Project Partner
Erik Bonesvoll	Amedia	WP2, Director of Development
Sigve Dybdal Harang	Amedia	WP2, WP4, AI Tech Lead, ML Engineer
Lasse Lambrechts	Bergens Tidende	WP3, Industry Project Partner
Magnus Helgesen	Bergens Tidende	Industry Project Partner, UX Lead
Jan Stian Vold	Bergens Tidende	WP2, Industry Project Partner, Development Editor
Igor Pipkin	DN Media Group	Industry Project Partner
Krishna Mohan Shah	DN Media Group	Industry Project Partner

Name	Affiliation	Additional Information
Magnus Aabech	DN Media Group	Industry Project Partner
Sebas Franco Ulloa	DN Media Group	Industry Project Partner
Vinay Setty	Factive	Industry Project Partner
Morten Langfeldt	Faktisk.no	Industry Project Partner
Magnus Breder Birkenes	Nasjonalbiblioteket	Project Partner
Assia Belbachir	NORCE	WP4-leader, Project Partner
Ingar Arntzen	NORCE	WP4, Senior Researcher, Project Partner
Anja Svartberg	NRK	WP1, WP2, Team Lead, Industry Project Partner
Eva Hagan	NRK	WP1, WP2, Industry Project Partner
Gro Nilsen	NRK	WP1, WP2, Industry Project Partner
Iacob Prebensen	NRK	WP1, WP2, Media Analyst, Industry Project Partner
Kristian Tolonen	NRK	WP1, WP2, Industry Leader, Industry Project Partner
Njål Borch	Schibsted Media	WP4, Industry Project Partner
Victorina Demirel	Schibsted Media	Industry Project Partner
Are Tverberg	TV2	WP3, Senior Advisor, Industry Project Partner
Eivind Halle	TV2	WP4, Lead Architect, Industry Project Partner
Håvard Kinnerød	TV2	WP4, Producer, Industry Project Partner
Lars Skjærven	TV2	WP2, Senior Data Scientist, Industry Project Partner
Lubos Steskal	TV2	WP5, Industry Lead, Industry Project Partner
Snorre Alvsvåg	TV2	WP2, Industry Lead, Industry Project Partner
Yngvar Nordberg	TV2	WP4, Industry Project Partner
Nataliya Nymo	Vizrt	WP4, Industry Project Partner
Torbjørn Bøen	Vizrt	WP4, Industry Project Partner
Sergej Stoppel	Wolftech	Industry Project Partner

## Advisory Committee

Name	Affiliation	Additional Information
Mor Naaman	Cornell Tech University	Professor
Nicholas Diakopoulos	Northwestern University	Professor
Ricardo Baeza-Yates	Northwestern University	Professor
Alexandre Rouxel	The European Broadcasting Union - EBU	Data Scientist and Project Coordinator
Sofie Hvitved	Copenhagen Institute for Futures Studies	Futurist, Senior Advisor
Luciano Floridi	Yale University	Professor
Natali Helberger	University of Amsterdam	Professor
Jatin Aythora	BBC Research & Development	Director

## Steering Board

Name	Affiliation	Additional Information
Christian Birkeland	TV2	Steering Board Leader, Chief Digital Officer
Nabil Belbachir	NORCE	Research Director
Synnøve Kristine Nepstad Bendixsen	UiB	Dean, Professor
Yngvil Beyer	Nasjonalbiblioteket	Head of Section, Language Bank & Digital Humanities
Erik Bonesvoll	Amedia	Director of Development
Torbjørn Bøen	Vizrt	R&D Manager
J.C. Lopez Calvet	Schibsted Media	Director of Data & AI
Morten Langfeldt Dahlback	Faktisk.no	Head of Innovation and Technology
Marianne Gade Gørbitz	DN Media Group	Chief Product & Technology Officer
Gaute Kokkvoll	Factive	Head of Product
Ole Christian Lingjærde	UiO	Professor
Pål Nedregrotten	NRK	Director of Technology
Tom Ryen	UiS	Associate Professor
Sergej Stoppel	Wolftech	PhD, Chief Innovation Officer
Jan Stian Vold	Bergens Tidende	Development Editor

## Research Assistants

Name	Affiliation	Additional Information
Tobias Jovall Wessel	UiB	Research Assistant
Mapalo Kayeyi	UiB	Research Assistant
Yelyzaveta Lysova	UiB	Research Assistant
Gloria Anne Babile Kasangu	UiB	Alumni Research Assistant
Patrycja Maria Pankau	UiB	Research Assistant

## Postdoctoral researchers with financial support from the Centre budget

Name	Affiliation and Year	Additional Information
Adane Tarekegn	UiB	Postdoctoral researcher

## PhD students working on projects in the Centre with financial support from the Centre budget

Name	Affiliation	Additional Information
Svenja Lys Forstner	UiB	PhD student
Anastasiia Klimashevskaja	UiB	PhD completed
Bilal Mahmood	UiB	PhD student
Peter Røysland Arnes	UiS	PhD student
Jiajing Wan	UiB	PhD student
Sohail Ahmed Khan	UiB	PhD completed
Marianne Borchgrevink-Brækhus	UiB	PhD completed
Peter Daniel Andrews	UiB	PhD completed
Huiling You	UiO	PhD student

## PhD students working on projects in the Centre with financial support from other sources

Name	Affiliation	Additional Information
Jia-Hua Jeng	UiB	PhD student
Khadiqa Seddik	UiB	PhD student
Ayoub El Majjodi	UiB	PhD completed
Bahareh Fatemi	UiB	PhD student

## Master Students

Year	Name	Thesis Title
2025	Malin Astrid Larsson, Harald Fosen Grunnaleite	Multi-task Learning for Fact-checking Tasks
2025	Henrik Vatndal	Fact checking tiktok
2024 - 2025	Sindre Sæter	When Images Lie, Can Metadata Tell the Truth? A forensic approach to metadata analysis
2024 - 2025	Jørgen Eknes Riple	Hope, Fear, or Anger? How Emotional Framing in a News Recommender System Guides User Preferences
2024 - 2025	Thorstein Lium Fougner	Enhancing Media Streaming Platforms with Contextual Recommendations
2024 - 2025	Bjørn Kjartansson Mørch	Analysis of Popularity Bias Effect in Media Recommendation
2024 - 2025	Tord Berget Monclair	Personalized News Recommendation in the Sports Domain
2024 - 2025	Martin Salterød Sjøvik	Investigating Ageism, Ableism and Nationality Bias in Norwegian and Multilingual Language Models
2024 - 2025	Ingunn Staløe Nævdal	Mot målrettet formidling: En studie av personalisering i LLM-genererte nyhetssammendrag.
2024 - 2025	Jan Malte Brunner	Generalization of Synthetic Image Detection
2024 - 2025	Snorre Åldstedt	Investigating and Measuring Bias in Norwegian LLMs Using Survey Data
2024 - 2025	Jonas Bech Holtan	Examining the Healthiness of Generative Recipes using Generative Large Models
2025	Beatrix Chik Wu	Comprehending the Spoken Page. Adapting written news for the ear
2025	Elstrøm, Mathias; Vijayaratham, Sanjai	Annoteringsverktøy for bygging av datasett for faktasjekking av maskinlæringsmodeller
2025	Silje Lindvær Hammersborg	Identifying Journalistic Angles

# PUBLICATIONS 2025

## RESEARCH CONTRIBUTIONS

### Monograph

Dahl, J. M. R. (2025). Teen boys and their smartphones as worldmaking devices: In the palm of their hands. Palgrave Macmillan.

### Journal articles

Khan, S. A., Dierickx, L., Furuly, J.-G., Vold, H. B., Tahseen, R., Linden, C.-G., & Dang-Nguyen, D.-T. (2025). Debunking war information disorder: A case study in assessing the use of multimedia verification tools. *Journal of the Association for Information Science and Technology*.

Starke, A. D., Dierkes, J., Lied, G. A., Kasangu, G. A. B., & Trattner, C. (2025). Supporting healthier food choices through AI-tailored advice: A research agenda. *PEC Innovation*.

El Majjodi, A., Starke, A. D., & Trattner, C. (2025). Integrating digital food nudges and recommender systems: Current status and future directions. *IEEE Access*.

Borchgrevink-Brækhus, M. (n.d.). Understanding news experience: The resonance between content, practices, and situatedness in everyday life. *Journalism*.

### Conference papers

Tarekegn, A. N., Rabbi, F., Steskal, L., & Tessem, B. (2025). Automated news clip generation via robust video summarization. In *Proceedings of the 37th International Conference on Tools with Artificial Intelligence (CITAI 2025)*.

Jeng, J.-H., Kasangu, G. A. B., Starke, A. D., Seddik, K., & Trattner, C. (2025). The role of GPT as an adaptive technology in climate change journalism. In *Proceedings of UMAP 2025*.

Touileb, S., Mikhailov, V., Kroka, M., Øvreid, L., & Velldal, E. (2025). Benchmarking abstractive summarisation: A dataset of human-authored summaries of Norwegian news articles. In *Proceedings of NoDaLiDa 2025*.

Andrews, P., Borch, N., & Fjeld, M. (2025). AiModerator: A co-pilot for hyper-contextualisation in political debate video. In *Proceedings of the 2025 International Conference on Intelligent User Interfaces (IUI 2025)*.

Klimashevskaja, A., Alvsvåg, S., Trattner, C., Starke, A. D., Tessem, A., & Jannach, D. (2025). Evaluating sequential recommendations in the wild: A case study on offline accuracy, click rates, and consumption. In *Proceedings of ECIR 2025*.

Setty, V., & Becker, A. J. (2025). Annotation tool and dataset for fact-checking podcasts. In *Proceedings of The Web Conference 2025*.

Tarekegn, A. N., Tessem, B., & Rabbi, F. (2025). A new cluster validation index based on stability analysis. In *Proceedings of ICPRAM 2025*.

You, H., Touileb, S., Øvreid, L., & Velldal, E. (2025). Event-based evaluation of abstractive news summarization. In *Proceedings of ACL 2025*.

Mikhailov, V., Mæhlum, P., Langø, V., Velldal, E., & Øvreid, L. (2025). A collection of question answering datasets for Norwegian. In *Proceedings of the Joint 25th NoDaLiDa / Baltic-HLT 2025*.

Arntzen, I. M., Borch, N., & Andersen, A. (2025). State-driven layering for time-driven media production in data-driven platforms: A foundation for scalable, personalized media production on consumer devices. In *Proceedings of the 14th Computing Conference*.

Aarnes, P. R., & Setty, V. J. (2025). NumPert: Numerical perturbations to probe language models for veracity prediction. [Conference paper].

Aarnes, P. R. (2025). Explainable numerical claim verification. In *Proceedings of the ACM International Conference on Information and Knowledge Management (CIKM 2025)*.

### Workshop papers and book chapters

Kasangu, G. A. B., Starke, A. D., & Trattner, C. (2025). More of the same? A longitudinal evaluation of two similarity-based approaches in a news recommender system. In *Proceedings of the 13th International Workshop on News Recommendation and Analytics (INRA 2025)*.

Wessel, T. J., Trattner, C., & Starke, A. D. (2025). Using large language models to “lighten the mood”: Satirically reframing news recommendations to reduce news avoidance. In *Proceedings of the 13th International Workshop on News Recommendation and Analytics (INRA 2025)*.

Forstner, S. L., Lysova, Y., Starke, A. D., & Trattner, C. (2025). Evaluating image trust labels in news. In *Proceedings of the 13th International Workshop on News Recommendation and Analytics (INRA 2025)*.

Eknes-Riple, J., Jeng, J.-H., Starke, A. D., Seddik, K., & Trattner, C. (2025). Hope, fear, or anger? How emotional framing in a news recommender system guides user preferences. In *Proceedings of the 13th International Workshop on News Recommendation and Analytics (INRA 2025)*.

Dahl, J. M. R. (2025). Offline in the closet, online and out, then offline, out and proud: The online/offline-ness of teenager’s queer worldmaking. In R. R. Reynolds, D. Pajé, S. Medina, & J. Gigante (Eds.), *Mediating sex, gender, and sexuality in the Gen Z era* (Chap. 15). Routledge.

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### PhD theses

Andrews, P. (2025). Human-AI interaction for video content [PhD thesis].

Khan, S. A. (2025). Computational visual content verification [PhD thesis].

El Majjodi, A. (2025). Recommender Systems and Nudges for Healthier Food Choices [PhD thesis].

Borchgrevink-Brækhus, M. (2025) News experience: Understanding why and how audiences interact with news beyond audience metrics [PhD thesis].

Klimashevskaja, A. (2025). Beyond Popularity: Investigating and Mitigating Bias in Recommender Systems [PhD thesis].

# ACCOUNTS

## COSTS PER PARTNER PER YEAR (IN NOK 1,000) 2025

UiB	28 081
UiO	684
UiS	1 500
NORCE	1 190
Nasjonalbiblioteket	57
Amedia	268
BT	111
Faktisk	122
NRK	37
Schibsted Media As	406
TV2	609
Vizrt	193
Wolftech	101
Factiveverse	138
DN Media Group	287
<b>SUM</b>	<b>33 784</b>

## FUNDING SOURCES (IN NOK 1,000) 2025

Own contribution	16 541
Private funding	4 051
The Research Council of Norway	13 192
<b>SUM</b>	<b>33 784</b>

